

# CHEMIST & DRUGGIST

the newsweekly for pharmacy

February 17, 1990



Can  
you spot any  
artificial  
colouring  
or perfume  
in this  
ad?

'Nothing  
doing.'



'No and no  
again.'



'The quest  
continues.'



'Zero.'



'Zilch.'

'Another  
no.'



'Silly  
question.'



'What a  
thankless task!'



'Or here.'



'Or here!'



'No luck yet.'



'Search me!'



'There's none  
here.'



'I give up.'

## MPs question Lloyds staff wages rates

## Register by exam from '92

## Unichem plan to float and then franchise

## Helping smokers say 'No, ta!'



## An expanding role in diagnostics

There is only one colour-free, perfume-free skincare range worth stocking. Because there's only one Simple.

# New research study results

## How chewing gum rapidly curtails two hour plaque acid attack



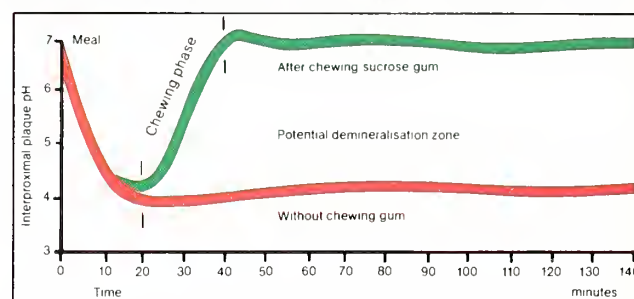
Most meals and snacks increase plaque acid production.<sup>1,2</sup> Research shows that this acid threat may be prolonged and the new study demonstrates that two hours or more can elapse before acid in the interproximal sites is neutralised.<sup>3</sup> And with five or six snacks a day being quite common, many patients' teeth may be at risk for long periods of the day.

The chewing of gum after eating triples salivary flow<sup>4</sup> and delivers saliva throughout the mouth, reaching even interproximal sites where carbohydrates may be trapped.<sup>1</sup> As a result, acid is neutralised quickly and plaque pH is returned to, and maintained, at resting levels. There is wide acceptance of this benefit from Orbit sugar-free gum where restoration of plaque pH to resting levels is known to be rapid. Consequently, attention is now focusing on whether gums containing sucrose exert a similar benefit.

The new study using Doublemint chewing gum after meals shows that once the sucrose is chewed out (generally within minutes)<sup>4</sup>, the gum behaves in much the same way as sugar-

free gum, with acid neutralisation being completed within a 20 minute chew period.<sup>3</sup>

**Interproximal plaque pH response to typical nutritionally balanced meal with and without sucrose chewing gum.<sup>3</sup>**



Since most people chew a piece of gum for at least 20 minutes these early results suggest that whichever gum your patients elect to chew after eating, plaque acid can be neutralised much faster than by not chewing.

The new research data provides further support as to why the chewing of gum for 20 minutes after eating should be considered a valuable adjunct in maintaining good dental health.





# CHEMIST & DRUGGIST

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# IN THIS ISSUE

VOLUME 233 NO 5714

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**Labour MPs question Lloyds rates of pay for junior shop staff** 224  
Inquiry called for to establish whether Lloyds comply with JIC rates

**Call for ban on OTC paracetamol after coroner's inquest** 225  
Media bombard NPA with requests for local pharmacist comment

**Millar calls for greater pharmacist representation on health boards** 226  
Pharmacists' business skills could improve administrative efficiency

**Sharpest January drop in premises for a decade** 227  
Fifty closures leaves 11,642 pharmacies in Great Britain

**'High tar, middle tar, low tar? No ta!'** 243  
C&D reports on the build up to No Smoking Day on March 14

**Diagnostics — a C&D special feature** 244  
What does the future hold for pharmacy diagnostic services?

**Registration exam for pre-regs in 1992?** 251  
RPSGB sets up committee to draft specification

**Unichem plan franchise scheme after conversion** 252  
Board changes and European links also on the cards

**Another record year for drug exports** 253  
ABPI reports record trade surplus of £955m for 1989

## REGULARS

Topical reflections	227
Counterpoints	228
Prescription specialities	238
Letters	249,250
Business news	252
In the City	253
Classified advertisements	254
People	258
Coming events	258

# COMMENT

Ever since *Chemist & Druggist* broke the news last October that Boots were soliciting directors of social services direct, offering to supply drugs using the Manrex controlled dosage system, pharmacists have been reviewing their relationships with such homes. The RPSGB Council's judgment, that Boots' free offer of supply was an inducement to gain business but could be defended as an element of service, has only served to enliven the competition. Last week's report (p193) of a North Lancashire pharmacist co-operative that secured a homes contract by offering a central, free controlled dosage system, shows what can be done, if necessary.

However, the fact that the NPA has so far not approved any controlled dosage system shows a certain reluctance to endorse technology ahead of good, old fashioned, personal care from a pharmacist using traditional containers. It also raises questions about their cost-effectiveness. The Royal Pharmaceutical Society's failure to advise on whether such fancy systems can legally comply with labelling regulations, or indeed meet the container specification set out in the Drug Tariff, cannot fill any

wavering pharmacist with confidence.

As April 1 approaches, directors of social services will be finalising contracts for the coming year, so all pharmacists should be especially active in wooing both them and controllers of residential homes. It may be that they need do little more than underscore the service they now offer — a personal service from a familiar, constant face, available to deliver drugs and advice both during and outside of working hours.

Pharmacists who plan to adopt controlled dosage systems will have to make a considerable capital outlay in order to retain or secure residential homes business. But this is hardly new. Few pharmacists chose the typewriter ahead of the computer, despite cost, when the Society first required dispensed medicines to be mechanically labelled. Then there was little choice, now there is a cheaper option, at least in pecuniary terms. As ever, service is the key with completion of the homes training package. If pharmacists exercise the wrong local option because they have not sounded out the customer then they will only have themselves to blame.



# MPs question Lloyds' pay to teenagers

A group of Labour MPs is calling for an inquiry into the rates of pay for shop assistants aged between 16 and 19 employed by the Lloyds Chemists group.

The MPs want the inquiry to establish whether Lloyds are carrying out the obligations imposed by the national Joint Industrial Council for Retail Pharmacy, and to make arrangements to recover any underpayment of wages. Twenty two MPs, led by Jeff Rooker (Birmingham, Perry Barr) have tabled a Parliamentary motion, which also urges the Lloyds group to post in the staff quarters of its shops the current pay rates agreed by the JIC, to which it is signatory.

C&D understands that the motion is the result of an investigation by Mr Rooker after he was sent Lloyds payslips by a teenage constituent, who is now employed by an independent pharmacist. A complaint by the girl to the local FPC was rejected because it was outside the time-limit.

Paying wages below those set

## Which? way to vitamins

One in five people regularly take vitamin or mineral supplements according to a Consumers' Association survey of 1,923 adults.

Vitamins should be obtained wherever possible through food, but if supplements are needed, a multivitamin preparation is best, says the report in *Which?*

Sanatogen multivitamins, recommended as a "best buy", contained the majority of essential vitamins at 100 per cent of the recommended daily amounts, and was the cheapest at 5p per day. Another recommended product, Boots Plurivite M also at 5p per day, was the only multivitamin and mineral supplement that did not exceed any RDAs. Some supplements contain more than 1,000 per cent of the RDA and do no extra good, says the report.

Consumers suffering allergies or intolerances to additives, are advised to "ask their pharmacist" or check the ingredient list, and a reminder to keep supplements out of children's reach, is included.

by the National JIC is a breach of a chemist's terms of service. Employees of contractors are covered by clause 9 of schedule 4 of the National Health (General Medical and Pharmaceutical Services) Regulations which state that: "A chemist shall, in respect of the categories of staff whose wages and conditions of work are

approved by the National Joint Industrial Council for Retail Pharmacy, pay rates of wages and observe conditions not less favourable than those for the time being so approved", ie those of the current JIC agreement.

No comment was available from Lloyds as C&D went to Press.

## CAPO delay disappoints Scottish Executive

Continuing delays over the appointment of a new chief administrative pharmaceutical officer to the Greater Glasgow Health Board are causing concern at the Scottish Executive of the Royal Pharmaceutical Society.

At its January meeting, the Executive discussed the delays in advertising the post in the largest Scottish Health Board, where the general manager has acknowledged that, in the context of any future competitive tendering for pharmaceutical services, professional advice will be crucial.

The Executive's concerns are to be expressed to the chief executive of the NHS in Scotland, the chief pharmacist at the

Scottish Home and Health Department and, again, to the general manager involved.

A general circular on moves towards competitive tendering in Scotland had received replies from general managers acknowledging concerns for the quality of patient services and the need for professional advice.

The thrust of the Executive's letter had been to point out that the profession wanted to deliver a high quality service to hospital patients and that it believed it currently did this by the present totally integrated service. Whatever structure was adopted in the future, the Executive hoped the same quality of service should remain.

## ABPI urges Community Care Bill changes

The Association of the British Pharmaceutical Industry is urging the Government to amend its NHS and Community Care Bill, which establishes indicative budgets for GPs, to ensure that elderly patients who account for the vast majority of prescriptions written in the UK continue to have access to new medicines.

The Association is sending copies of a report on trends in prescription usage in the elderly, based on analysis of Prescription Pricing Authority data, to MPs.

Dr John Griffin, ABPI director and co-author of the report, says the predicted increase in the numbers of the elderly coupled with Government proposals will mean significantly increased demand for medicines. Limiting medicine expenditure on the

elderly could have serious consequences for these patients in the interests of short term financial gain, he says.

As part of its five point plan to amend the NHS and Community Care Bill the ABPI is calling for: scrutiny of under-prescribing doctors; earmarked budgets for medicines not to be "raided" for other health purposes; Government commitment to at least maintain the current level of spend on medicines as a proportion of total NHS cost when budgets are introduced; future budgets for medicines to take account of technological advances and the increasing needs of a growing elderly population; and flexibility in budgets to encourage preventive health screening and follow up treatment.

## Pharmacists' AIDS role

A survey by the Addiction Research Unit of the Institute of Psychiatry, in London, funded by the Department of Health, has revealed that the community pharmacists have an important role to play concerning drug misuse and AIDS prevention.

To reduce the risk of HIV infection caused by sharing syringes and needles, three quarters of pharmacies in England and Wales — some 7,000 — are prepared to sell injecting equipment to drug misusers. Currently 2,700 pharmacies (28 per cent) are selling needles and syringes — amounting to 40,000 per week in England and Wales.

A 25 per cent random sample of community pharmacies in England and Wales was surveyed revealing that around 20,000 drug misusers were reported to have asked to purchase needles and syringes in a four week period in October/November 1988.

Although only 3 per cent of pharmacies currently participate in schemes exchanging new syringes for old ones, the survey indicates 52 per cent would be willing to do so.

John Ferguson, secretary of the Royal Pharmaceutical Society said: "The results illustrate the contribution that pharmacists can make to controlling the spread of HIV/AIDS. We hope that more exchange schemes will be set up."

## Formularies will be 'voluntary'

Mrs Virginia Bottomley, the Health Minister, told the Commons earlier this week that GP formularies would be voluntary, and organised in the way most suited to local circumstances.

She said it would be for GPs individually to determine the degree of compliance where they adopted a formulary. Mrs Bottomley stated: "While we expect that many formularies will be practice based, there is nothing to prevent a group of practices or an FPC developing a common formulary should they wish."

The Minister also reaffirmed that, subject only to the provision of the selected list scheme, doctors would continue to be able to prescribe any drugs they considered necessary.



# Private home caution

Anxiety about the possible misuse of drugs supplied to elderly residents in private nursing homes has been expressed by Mr Elliot Morley (Lab) in the Commons.

Mrs Virginia Bottomley, the Health Minister, said the Registered Homes Act 1984 requires the registering district health authority to inspect private nursing homes in the past at least twice a year to ensure that there were adequate arrangements for the recording, safe keeping, handling and disposal of drugs held.

She said prescribed medicines could only be obtained on the authorisation of a qualified and experienced pharmacist employed by a nursing home and countersigned by a doctor or dentist. "It is for the dispensing chemist to satisfy himself as to the appropriateness of each prescription for drugs."

# NW training scheme

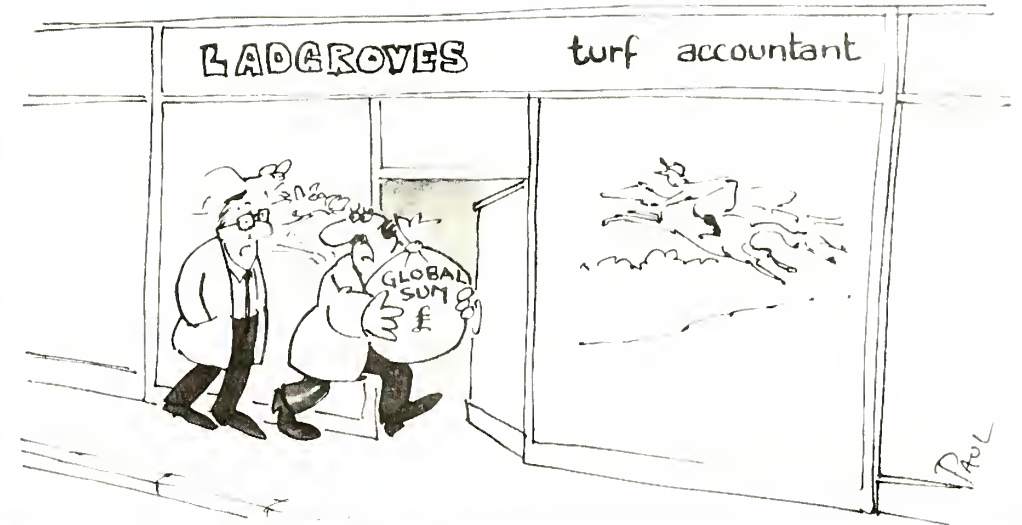
An "ambitious and innovative" training programme for community pharmacists will be launched in the North Western Region in April.

The programme is the result of a local collaborative project conducted with funding from the Manpower Services Commission. It comprises a rolling programme of 18 four and a half hour modules covering gastrointestinal problems, incontinence, baby care and pain, to interpreting and advising on prescription data, residential homes services, health promotion and even time management and staff recruitment and training. Linked open learning material will continue the work after a classroom based element.

The programme has been developed after a careful appraisal of training needs in the Region undertaken by a steering group, the Collaborative Partners, representing major pharmacist employers, higher education institutions and business management consultants.

Among the barriers to proper training identified in the Region were the dearth of courses available — a product of the lack of salaried course organiser and the wrong timing and venues.

Courses will in future be run on suitable afternoons and evenings, and organised by a salaried team.



"Look, the Government won't give us any more, so just trust me David, OK?"

# NPA besieged after death from paracetamol

The National Pharmaceutical Association was besieged on Tuesday by calls from regional newspapers wanting the names of local pharmacists, after the *Daily Telegraph* reported a coroner as saying that over-the-counter sales of paracetamol should be banned in the UK.

NPA public relations executive Collette McCreedy told *C&D* that the coroner's office had rung the NPA to say that the coroner had, in fact, been misquoted, but she was able to provide local contact names to papers planning a follow-up.

The *Telegraph's* quote was attributed to Mr James Kenroy, the coroner at the inquest into the death of 30 year old Teresa Bultler, which was held last Monday. Mr Kenroy recorded a verdict of accidental death.

A report on the inquest revealed that Miss Butler had been treating herself with various proprietary medicines for flu since November. She became very ill, and was admitted into Queen Alexandra Hospital, Cosham on Christmas day where she was found to have suffered both liver and kidney failure. She was transferred to St Mary's Hospital, Portsmouth for dialysis treatment, but died on December 30.

The cause of death was given as bronchopneumonia with adult respiratory distress syndrome, and hepatic failure consistent with the effects of paracetamol. "Had she not taken paracetamol in the quantity which she did, her life might well have been saved." Mr Kenroy concluded.

News of the death from paracetamol overdose made the front page of *Today* last Tuesday, and the following Wednesday *The Times* posed the question: is it time to make this drug Prescription Only?

The assistant secretary of the Royal Pharmaceutical Society, Bruce Rhodes, was quoted as saying: "It would be absolutely

counter-productive to make paracetamol Prescription Only. The public requires an easily accessible pain killer, and used properly, paracetamol is the safest."

The *Times* also spoke to community pharmacist Jeremy Clitherow, and both he and Mr Rhodes said paracetamol should be sold in pharmacies only.

# Pharmacy Healthcare presses ahead

The £250,000 grant to promote health advice through pharmacies, promised last April by Health Secretary Kenneth Clark, has now been made available to the Health Education Authority as a "ring fenced" grant.

This means that the money can only be used for activities which contribute to and promote the development of the pharmacist's role in health education.

To give the scheme new impetus, new display stands will be sent to all community pharmacies and to those hospital pharmacies participating in the scheme in March. A small order for a larger stand (eight slots instead of four slots) has been placed to satisfy the demand from pharmacists who feel that the current one is not big enough.

The scheme is also to be promoted to outside organisations and other health care professionals.

The draft programme of leaflet planned for the rest of the year is:-

<b>MARCH:</b>	National No Smoking Day
<b>APRIL:</b>	After sex birth control
<b>MAY:</b>	Thrush
<b>JUNE:</b>	Here's to your health
<b>JULY:</b>	Are you dying for a suntan (Skin cancer)
<b>AUGUST:</b>	Solvent abuse
<b>SEPTEMBER:</b>	NHS breast screening: The facts Headlice (repeat)
<b>OCTOBER:</b>	Herpes or cold sores
<b>NOVEMBER:</b>	HIV/AIDS and you
<b>DECEMBER:</b>	Better communicating with your doctor and pharmacist
<b>JANUARY 1991:</b>	Alzheimers' disease
<b>FEBRUARY:</b>	Babycare



## Add pharmacists to health boards, says Millar

Health boards in Scotland could improve the efficiency of their administration if more pharmacists were asked to serve on them, says Pharmaceutical General Council chairman Graeme Millar.

Speaking at the PGC's annual dinner in Edinburgh on Wednesday, Mr Millar told Don Cruickshank, NHS chief executive in Scotland, that pharmacists were the only health professionals to combine wide medical knowledge with entrepreneurial business skills.

Mr Millar, himself a member of the Lothian Health Board, stressed the need for input of knowledge and expertise from outside health service administration. "In the light of changes coming forward in April 1991, Mr Cruickshank should strongly consider the benefits of appointing community pharmacists to these councils."

Mr Millar said his Standing Committee had asked MP Bill Walker (Tayside North) to introduce an amendment to the NHS and Community Care Bill currently before Parliament.

"The Nuffield Report and the White Paper 'Promoting Better

Health' suggest that pharmacists should provide services beyond the dispensing or supply function," Mr Millar went on. "In order to do this the definition of pharmaceutical services in the NHS Act needs widening enabling further definitions of pharmaceutical services to be made when necessary."

## Diabetes month trial

Merseyside NPA members are being sent details of a pilot diabetes awareness month campaign planned for June.

It is being organised in conjunction with Ames, and aims to highlight the pharmacist's role in diabetic care, head of public affairs Collette McCreedy told *C&D*. Pharmacists will be asked to display information.

"For those who wish to become more involved, we can arrange for a mini exhibition to be set up. We could also arrange for an Ames nurse educator to be present in the pharmacy for a short period of time during the day," Ms McCreedy says.

Two evening training sessions for pharmacists will be held in Liverpool and Birkenhead during the week commencing May 14. And all pharmacists will receive an information booklet about diabetes care. The campaign will be publicised in the local Press, and on radio and television.

## Charges cause alarm

Charges for converting burglar alarms when British Telecom introduces new dialling codes in London look like varying widely between alarm companies, and in some cases the charges may be unjustifiable. This is the feedback the National Pharmaceutical Association is receiving from members contacting it for advice.

Some companies are adding additional charges to bring systems up to the Association of Chief Police Officers (ACPO) standards for alarm systems. Moreover, this charge is not always shown separately from the dialling code conversions. Opportunistic attempts to charge for conversion to ACPO standards have been tried before (*C&D* November 4, November 18), but were generally unsuccessful. NPA advice is now for pharmacists to ask for combined conversion charges to be itemised.

As for the changes in dialling codes scheduled for May this year, the NPA's business services manager John Goulding points out: "It is true that some older intruder alarms which dial directly into a central monitoring station will need new chips in the control panel, but recently installed systems should need no modification."

The charges vary widely, with some companies, such as Britannia and Shorrock, are not making any charges for alarm systems installed after August 1987, while others, such as Securicor Granley, are making a combined charge of as much as £190 plus VAT.

## BRIEFS

**Up to the end of January**, 2,920 cases of AIDS had been notified in the UK, of whom 1,660 had died. Figures at the end of December were 2,830 and 1,612.

**Royal Liverpool Children's Hospital:** A paediatric inpatients are now at the Alder Hey site and the pharmacy at Royal Liverpool Children's Hospital, Myrtle Street site is closed. Inquiries concerning paediatric cardiology, cardiothoracic surgery and the Cardiac Unit Book of Children's Doses should now be addressed to: Miss G. Lloyd, Department of Pharmacy, Royal Liverpool Children's Hospital (Alder Hey), Eaton Road, Liverpool L12 2AJ (Tel: 051-228 4811 ext 2544 or 2548).

**The Home Office Drugs Branch** in Yorkshire has moved from Bradford. The new address is 10th Floor, Dudley House, 133 Albion Street, Leeds LS2 8PN (tel: 0532 429941).

**Provincial Pharmacy Locum Services** have agreed to finance the British Pharmaceutical Students Association's annual two-day pre-registration conference for the next three years. This year's conference is being held in Birmingham on March 3-4. Its theme is "The crossroads — where to next?" Details are available from Hilary Harper, BPSA pre-reg officer, 14 Wellington Court, Perry Barr, Birmingham B20 3NL.

■ The telephone number for the PPLS is 021-233 0233, and not as stated in *C&D* February 3, p180.

**British Medical Television**, the specialist television channel targeted at doctors and pharmacists, has gone into receivership and the service has been suspended. This followed the loss of support of a leading shareholder, Longmans, according to a report in *The Independent*. A spokesman for BBC Enterprises pointed out that BMTV was an independent company which rented airtime. However, they regretted its loss and intended to see whether it would be possible to revitalise a medical subscription service.

**Safeway plc** are to open three new in-store pharmacies next month, the first move in a projected expansion which will see the number increased to over 70 by 1994. The new pharmacies will start to trade in Eastwood (near Southend), Hereford and Evesham. Safeway's newly appointed superintendent pharmacist, Mr Julian Ashley, told *C&D* that the expansion would involve applying for contracts in new and existing locations.

## Literature index

Pharmacists up and down the country, will soon be able to "keep tabs" on the weekly digest of clinical material published in *Chemist & Druggist*, and other pharmacy journals, with the help of a new index.

The index is compiled by Dr David Temple and Dr Paul Grassby, from the Welsh Committee for Postgraduate Education and Dr Terry Maguire, from Queen's University Belfast. It features *Chemist & Druggist* and its OTC supplement, *Current Problems* and the *Drug & Therapeutics Bulletin* and other publications. Information is listed under BNF headings.

Pharmacists in Wales and Northern Ireland have received bi-annual copies of the index for the past two years, but a £2,000 Government grant has allowed the scheme to be extended nationally, Dr Temple told *C&D*. The National Pharmaceutical Association has agreed to cover postage costs, and the index should be mailed out with the March issue of the *Pink Supplement*.



Oxfordshire pharmacist Robert Reavely, who owns a pharmacy in Burford, was presented with a fully equipped computer system after solving the Tyrozets quiz run by Merck Sharp & Dohme recently. The computer will help with prescription labelling, stock control and accounting. Pictured are (l to r) Chris Reynolds, product manager for Tyrozets, Robert Reavely, Clare Messham and Elizabeth Berkeley-White, both from Frosst Pharmaceuticals, a division of Merck Sharp & Dohme



## New Year drop for premises

The number of pharmacies took its customary New Year plunge, dropping 50 in January to 11,642. This is the largest drop in January during the past decade.

In England there were 61 closures and 17 openings (six closures and two openings were in London). In Scotland there were five closures and one opening, while in Wales three pharmacies closed down and one opened up.

Two pharmacies were restored to the Register in London.

## Pharmacist on remand

Pharmacist Ronald Ribolla, accused of unlawfully supplying drugs, was further remanded on unconditional bail until May 4 at Bow Street Magistrates Court last week.

Mr Ribolla of Park Avenue, East Ewell, Surrey, is charged with being concerned in the supply of 21 diazepam tablets at Aron Pharmacy, Rumsey Road, Brixton on September 29, 1989.

He also faces four further charges of unlawfully supplying 30 chlorpromazine tablets, 21 diazepam tablets, 90 ibuprofen tablets and 40 coproxamol tablets where the supply was not made by a pharmacist or by a person acting under the supervision of a pharmacist at Aron Pharmacy.

He is further accused of failing to enter details of a Controlled Drug — 100 seconal tablets — in his Controlled Drug register on November 16 last year.

The charges are brought under the 1968 Medicines Act and the 1971 Misuse of Drugs Act.

## Card trial

The Scottish Home & Health Department is considering running a study of smartcard technology similar to that undertaken in Exeter involving patient-held computer cards containing medical and prescription details.

Speculation about the trial produced articles in Scottish newspapers saying that a trial might go ahead in Inverurie in Aberdeenshire. The SHHD says that is one possible area but at this stage there are no certain plans.

# TOPICAL REFLECTIONS

by Xrayser

## Rational location?

The National Pharmaceutical Association is understandably concerned that the application of "same population" criteria to minor relocation will once more raise the spectre of leapfrogging, not this time by newcomers, but by existing contractors in an area jockeying for position.

Recently pharmacy practice subcommittees have received revised Department of Health guidelines for all contract applications. These guidelines emphasise that the "interests of natural justice" must prevail, and that all information supplied to the PPSCs must also be made available to interested parties. Prescription numbers of interested pharmacies is essential information in determining applications but if "natural justice" prevails, then what I consider to be the confidential business information of prescription numbers will soon become public knowledge.

The combination of "same population" criteria and free availability of prescription numbers will quickly enable market economics to replace "necessary or desirable" as the criteria for determining the distribution of pharmacies in established areas. We will rapidly return to the free-for-all of pre-contract days, only this time the financial attrition will be terminal for many small pharmacies, with the only beneficiary the Department of Health.

## Top and bottom

My niece has just had her second baby and at the moment her whole house is in a turmoil of creams, clothes and nappies. Very little changes over the years and it is in the early days of marriage that finances are most stretched.

My niece admitted to me the other day that money was tight, but then asked me for another pack of disposable nappies,



complaining that she is presently spending £10 a week just on nappies — which at £10 per baby per week is about £2,000 for two children. I am told by the family never to say "in my day", but I am often sorely tempted. My wife brought two dozen Terrys for our first born and these lasted through three babies.

We seem to live in a society ever more controlled by the media and advertisers. The public now demand what they see advertised, but still complain about the

escalating costs. They never ask for, or consider that perfectly satisfactory cheaper alternatives might exist. Like my niece, who would never think of using "old fashioned" Terrys, most of them view new products as inevitably superior to the old.

## Multiples refunds policy 'not a right'

I have practised in a retail environment all my professional life and have always been more sympathetic to the consumer than the strict letter of the law. There are times when it seems that what I consider to be privilege is taken by the consumer as a right. The other day a lady interpreted her "rights" in such a violent manner that I had to call the police in order to restore order. Needless to say the incident left a sour taste in my mouth. A lot of the blame must be placed at the feet of the multiples.

I will willingly exchange a coffret returned after Christmas, but I fail to see why I should refund when I will be unable to sell the product reasonably for another year. However, the multiples seem to refund money regardless, and this is taken as the yard stick by a vociferous section of the public. It may be administratively more convenient for the multiples to refund on all returned goods but it should be made clear that it is only *those* companies' policy and not *the law*.



# COUNTERPOINTS

## Hession unveil Valley

Newly formed Hession Personal Care Ltd have launched Valley, a budget range of men's toiletries.

The range comprises: hair gel (150ml £0.79); shower gel (200ml £0.79) and a shampoo for frequent use (200ml £0.79).

Managing director Colin Hession says: "We aim to build up our Valley brand name and this is the first step. We shall be undertaking a lot more development". *Hession Personal Care Ltd. Tel: 0536 201404.*

## Fresh look

Gillette have repackaged their Aapri range and improved its formulation "to meet the demands of today's more sophisticated consumer".

The new packaging is predominantly white with apricot and cream to emphasise the brand's fresh, clean positioning.

New formulations include a gentler formulation with vitamin E for the facial scrub, a lanolin free, lightly fragranced formulation for the facial washcream and a soap free dual cleansing pad.

A £1.8m television and press advertising campaign is currently supporting the range. *Gillette UK Ltd. Tel: 01-560 1234.*

## More Oral-B

A mint flavoured dental tape with fluoride is the latest addition to the range of interdental products from Oral-B Laboratories.

Retailing at £1.19 the dental tape is being launched at an introductory trial price of £0.99, and is available in packs which fit into existing Oral-B interdental merchandising units.

Lindsay Baines, product manager, said: "Dental tape is a natural development for Oral-B and underlines our strategy which aims to stretch the boundaries of the floss market". *Oral-B Laboratories Ltd. Tel: 0296 432601.*



## Active Macleans

Macleans Active Mouth Guard is a new mouthwash offering the cosmetic appeal of fresh breath, as well as an anti-plaque action, say Beecham Toiletries.

Said to be the only mouthwash from a leading toothpaste manufacturer, the active ingredients are cetyl pyridinium chloride and sodium fluoride 0.05 per cent; it should be used after brushing teeth twice daily. It can also be used as a pre-brushing mouthwash, say Beecham.

Active Mouth Guard comes in 300ml (£1.85) and 600ml (£2.89) sizes, a measuring cup is supplied for hygiene. A 75ml trial size (£0.49) will be available from launch on February 26 for a limited

period. Coloured aquamarine, the mouthwash comes in tamper evident PETG packaging which is recyclable.

A £2m national television advertising campaign is planned with additional support coming from £3m to be spent on advertising for the toothpaste. *She, Cosmopolitan* and *Elle* will carry advertisements, and reader offers are planned for other women's magazines as part of the sampling campaign.

Beecham say usage of mouthwashes in UK homes is very low at 20 per cent compared with 65 per cent in the USA. *Beecham Toiletries Ltd. Tel: 01-560 5151.*

## Clear support

Alberto Culver's environment friendly Pure & Clear Collection will be supported throughout February by a second national television advertising campaign. The second burst is planned to achieve 85 per cent coverage of the target market, and is part of the company's £2.6m spend on the brand for February and March. *Alberto Culver Co. Tel: 0256 57222.*

## Neck gel from Orlane

Orlane have introduced B21, a firming gel for the delicate neck skin. The gel (£30) is said to be quickly absorbed and does not stain clothing. It is suitable for all skin types and should be applied both in the morning and evening for a 24 hour treatment. *Orlane Ltd. Tel: 0252 724090.*

## Wynne is so pure

Denise Wynne Herbal Cosmetics have launched Jasmine, a range of natural skincare products tested on human volunteers.

The range comprises 12 products: orchid cleanser (250ml £4.75); soothing toner (150ml £3.75); base huile (45g £7.40); creme royal (45g £7.40); base silk (45g £7.30); creme silk (45g £7.30); eye gel (30g £4.95); eye cream (30g £4.80); eye make-up remover (50g £5.95); face mask (100g £6.70).

The products are available in sample sizes and contain no animal derivatives, say *Denise Wynne. Tel: 01-808 8973.*

## Elancyl pack update

Pierre Fabre have repackaged their Elancyl body care products.

The new packs are predominantly white with the Elancyl logo in green and grey and are now consistent with that of the Elancyl MP24 body profiling concentrate introduced recently.

The company is also offering new POS material, including display units and a window showcard with the headline: "Elancyl: the complete workout for hips and thighs". *Pierre Fabre Ltd. Tel: 0494 451938.*

## On safari

Elida Gibbs are offering 50p-off all Dimension haircare products.

A neck-collar on all products invites customers to send off to a Freepost address to obtain the 50p-off voucher. Consumers who purchase Dimension again will then be eligible for entry into a "2 in 1" competition.

Two winners will spend a week on safari and a week on the Indian Ocean coast. Two runners up will also receive an Amstrad "2 in 1" TV and video. *Elida Gibbs. Tel: 01-486 1200.*



# We've got our hands on Nulon



The Eylure Group of Companies are proud to announce the purchase of the Nulon Handcare brand from Reckitt Household and Toiletry Products.

With effect from February 12th 1990 all orders and enquiries will be handled by the Eylure Group.

Major development plans are in progress and details will be announced shortly.

**EYLURE®**

For further details please contact: Mrs G Clark, Eylure Ltd, Grange Estate, Cwmbran, Gwent NP44 3XR. Telephone: (0633) 838611. Fax: (0633) 838925.



SAY 'KNICKERS' TO





# ORDINARY NAPPIES



Peaudouce are proud to introduce the cheekiest idea in nappies for a decade.

A revolutionary, pant-shaped nappy that's going to be as good for business as it is for baby.

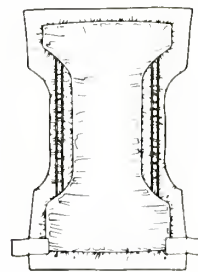
Just like a pair of pants, new Ultra "T" is shaped differently front and back, so it fits more closely.

Neat and slim, Ultra "T" is poised to change the nappy market totally.

Eye-catching, compact packaging means more nappies fit onto the same shelf space. Each cubic foot works harder for you. And for mums, the packs are easier, too.

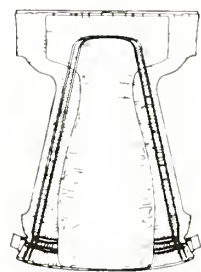
Only Peaudouce can produce Ultra "T". So we're backing it with an advertising spend that's increased substantially. Ordinary nappies don't live up to Ultra "T". Soon, you won't stock them. You'll say 'Knicker's'. And drop them.

Old



Old style nappies are the same front and back.

New



New Ultra "T" is shaped like a pair of pants to hug baby's shape more closely.



**PEAUDOUCE**  
**ULTRA T SHAPE**

**KEEPS A BABY DRIER LONGER**



## New look for Harmony

Elida Gibbs are repackaging their Harmony hair conditioning colourants and Pin-Up ranges. Both developments are intended to stimulate trial and increase Harmony's share in the colourants and home perm markets, says the company.

The 12 Harmony hair conditioning colourants are now presented with "1990's" new head shots, new pack colours and new pack designs, although the variant names and descriptors will remain the same. This "freshening" of the range follows a relaunch two years ago.

Manita Khuller, brand manager, comments: "In the semi-permanent colourants market, which is largely made up of younger consumers, the 15-19 year olds are the fastest growing sector and it is vital to keep abreast of fashion."

This month Pin-Up home perm is being positioned under the Harmony brand name for the first time. This new association will add an authoritative stamp to the brand, and it is hoped that new, younger users will want to experiment, say *Elida Gibbs Ltd*. Tel: 01-486 1200.



## New look Henara kinder to environment

The Henara range is being relaunched next month with changes to the current range and new packaging.

The new collection comes in softly rounded bottles, made from "environmentally sympathetic" materials, and the new pump action hairspray is ozone friendly, say *Beauty International*.

To simplify the choice of purchasing shampoo and conditioner, there is a range of

products to suit all hair types. There are two shampoos and two conditioners said to restore healthy condition, gloss and sheen to dry/treated hair. The variants are camomile for fair hair, and horse chestnut for dark hair. Similarly, there are two shampoos and two conditioners for regular hair, in the same variants. All are in 250ml bottles (£1.25).

The hot oil conditioner is presented in a pack of three single

applications (£1.29).

Pump action Henara hairspray is "extra-hold yet gentle" and gives the hair a soft, natural feel without stickiness, says the company. It contains added protein and is fragrance free.

Henara treatment wax is still available in three sizes: 400g tub £1.75, 200g tub £1.25, and 50g tube £0.45. *Beauty International* say that in addition to using it after shampooing, it can be applied to the hair and "gelled" back while sunbathing. And the seven natural hair colourants are unchanged (one application £1.65).

All the products contain henna or henna extract, are not tested on animals and do not include any harmful chemical additives, say *Beauty International*. Tel: 0491 33333.

## Milano spend

Milano Cento are promoting their male fragrance and skincare range with a £350,000 advertising campaign.

Advertisements will appear from March in fashion interest magazines such as *Vogue*, *Harpers & Queen*, *Elle* and *Cosmopolitan* as well as male titles including *GQ* and *Mayfair* and some Sunday colour supplements. *Milano Cento*. Tel: 01-521 9244.

# RELIEF IN SECONDS

When your customers ask you for something for a mouth ulcer, tell them about Medijel.

Medijel contains lignocaine – a fast acting local anaesthetic which will give relief in seconds for pain

### NEW GO-FASTER PACKS



from mouth ulcers, rubbing dentures or sore gums.

Medijel is available in gel and soft pastille formulations for pin-point relief.

**MEDIJEL®**  
MOUTH ULCER RELIEF  
IN SECONDS.



# SHEN GARLIC

**So good  
even pharmacists  
are taking it.**

The hidden strengths of garlic have been revered throughout the centuries and today more and more people are realising the importance of taking garlic as part of their daily diet. With increased research into garlic's health maintaining properties, it's important you stock a brand your customers can trust.

Shen uses only the finest organically grown garlic from China. Combine this with the advanced drying technique used in the production process which keeps the allicin producing substances locked inside and you have one of the most potent garlic tablets your customers can buy.

In fact recent scientific tests which compared Shen garlic tablets with

conventional garlic oil capsules proved overwhelmingly that Shen had the greatest antimicrobial activity. Only fresh garlic was more effective than Shen in combating several common micro-organisms. (Your Jackson's representative can give you more information).

Add Shen's potency to extensive advertising in women's magazines and health press, exceptional point of sale material and a very competitive price and you'll see why Shen is such a powerful sales opportunity. In fact it's so good even pharmacists are taking it.

## SHEN GARLIC



Made by Lanes - leaders in natural healthcare.  
Distributed to the pharmacy trade by Ernest Jackson & Co. Ltd., Tel. 03632 - 2251.



## Three from Canon

Canon have announced the launch of three new compact 35mm cameras for the coming summer season. The first two of these have been specifically designed with the traveller and holidaymaker in mind.

The new Sureshot costs £109.99 and is a fully automatic autofocus camera with twin lens focal lengths of 28mm f4 and 48mm f6.5; this is intended to cover the most common holiday picture scenarios — landscapes and group shots using the 28mm format and standard shot with the 48mm alternative option. Normal shooting distance is between 70cm and infinity.

The Sureshot Date has all the features of the standard Sureshot, plus date and time imprinting; a world timer to provide local time at 24 cities across the world; and the ability to function as a travelling alarm clock. The camera retails at £129.99.

Canon's third new camera, the Snappy V, is a 35mm fully automatic compact with a fixed focus f4.5 lens. It has a shooting range from 1.5m to infinity and a built-in flash. The retail price is £49.99. *Canon Ltd (Camera Division). Tel: 01-459 1266.*



## Feverscan relaunched

Robinson Healthcare are relaunching Feverscan, the forehead thermometer, later this month.

The new packaging design reflects the reliable quality of Feverscan, says the company, and shows the product in use, emphasising the advantages when taking a child or baby's temperature.

The liquid crystal technology allows the thermometer to

provide a reliable temperature reading in 15 seconds without distressing or disturbing the child and without the added risk of broken glass, say Robinson.

The thermometer strip comes in a plastic case, card mounted in display outers of ten. During the relaunch period it will be offered on bonus with 11 for the price of ten through wholesalers. *Robinson Healthcare. Tel: 0246 220022.*

## Easi Readers offer

Unichem have announced an offer on Grett Easi Readers, the reading glasses produced by Grett Optik, with six free pairs in every pack of 36.

The glasses (£14.95) are displayed in a pre-packed counter merchandiser and are sold only through pharmacies.

Members will also be given 3 free cases, consumer leaflets, window poster and showcard. *Unichem. Tel: 01-391 2323.*

## Back on TV

The Dixcel Kittensoft "How much is that doggy in the window?" television advertisement is back on screen during February and March.

The fresh burst of advertising will span five ITV regions and national TV-am in a campaign worth £750,000 say *British Tissues. Tel: 01-864 5411.*

**Fine Fragrances** say that the distributors for Rina Ketty cream bleach are Dendron, not as stated in **Counterpoints**, January 20, p76. *Dendron Ltd. Tel: 0923 229251.*

IF YOU'RE  
RECOMMENDING A  
NATURAL TRANQUILLISER  
YOU WANT TO  
RECOMMEND ONE  
THAT'S EFFECTIVE.



## No sugar

ew confectionary items sweetened with non-cariogenic Isomalt instead of sugar were launched at last week's 20th International Sweets and Biscuits Fair in Cologne. Isomalt is a sacrose derivative with half the calories of sugar.

Flyde Coast confectionary have launched under their Brilory range a 20g stick of rock containing almost half the recommended daily amount of vitamins A, D, C, B1, B2, nicotinamide, folic acid, B12 and B6. The rock is mildly peppermint flavoured and has a recommended retail price of £0.25.

Another new product is Mustang, octagonal-shaped quinine, menthol and eucalyptus-flavoured sweets with a recommended selling price of £0.28 for a 28g pack of the conventionally sweetened version and £0.45 for a 28g pack of the sugar-free version sweetened with Isomalt.

Both products are being promoted to pharmacies, health foods shops and CTNs, say *Flyde Coast Confectionary*. Tel: 0253 91596.

Novol tablets now come in packs of 10 (£0.79) and 50 (£2.25) replacing the 12s and 48s. *Carter-Vallance Ltd.* Tel: 0303 850661.



## A Sterling soap opera

A series of five minute programmes aimed at educating people about common ailments and self-help treatments, is currently being sponsored by Sterling Health.

Called Healthwatch, the mini soap opera centres around a family with two teenage children and in 13 programmes covers various topics including health and fitness, heart disease, healthy skin, indigestion, allergies, headaches, teeth and gums, cystitis, insomnia, backache, holiday tummy, coughs and colds,

and stress.

Healthwatch runs on TVS until the end of April and is shown every Thursday evening after the 10 o'clock news and repeated on Friday afternoons at 2.55pm. The series will be offered to other national networks during 1990. Sterling Health have invested £90,000 in the production, excluding the cost of fact packs advertised at the end of the shows. The company's name appears at the beginning and end of each show. *Sterling Health*. Tel: 0483 65599.

## New look

Pierre Fabre have relaunched their range of Klorane shampoos and conditioners with new packaging and display material. Two new products, oil and safflower shampoo and almond milk conditioner, have also been added.

New plant illustrations depict each variety and display material comprises shelf organisers and two sizes of show cards. *Pierre Fabre Ltd.* Tel: 0494 451938.

## Oral-B promotion

Oral-B Laboratories have announced a new price promotion on their range of special toothbrushes.

Running until the end of March, price marked packs offer the consumer a £0.16 saving when they purchase either the denture brush, sensitive toothbrush, travel toothbrush or interproximal brush.

In addition, Oral-B are offering any retailer who orders across the promoted range, 12 products for the price of 11. *Oral-B Laboratories Ltd.* Tel: 0296 432601.

Each Natracalm tablet contains the equivalent of a full 500mg of *Passiflora incarnata*.

(Which, as you probably know, is a herbal remedy traditionally used for the symptomatic relief of nervous tension and the stress and strain of everyday life).

Natracalm represents a new generation of herbal remedies: it contains a higher level of active ingredients than many herbal products previously available.

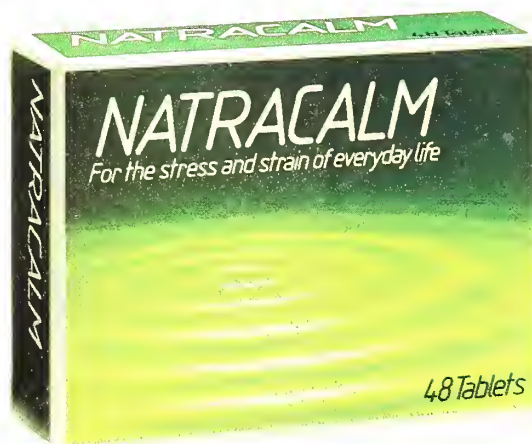
It has a full product licence, and is GSL so no prescription is required.

And, at a time of growing concern about potential tranquilliser dependency, and when customers will increasingly be seeking your advice, it's reassuring to know

that Natracalm is non-addictive and has no known side effects.

Last, but not least, Natracalm is backed by major advertising campaigns in both the national and women's press.

The Natracalm formula works. You can recommend it with confidence.



  
**English Grains**  
HEALTHCARE

Park Road, Overseal, Burton-on-Trent,  
Staffs DE12 6JT.



## Marigold is so Light

The LRC have launched a longer lasting lightweight houseglove into their Marigold range.

Light Touch Plus has a special coating said to give longer life and a better grip than ordinary lightweight rubber gloves. It replaces the Light Touch brand and retails at £1.14. *LRC Products Ltd. Tel: 01-527 2377.*



## E on 5 for the UK

E on 5 is a skin treatment system from America for black men and women now available in the UK.

The range comprises derma wash; a deep pore cleanser; moisture seal to replace natural skin oils; toning creme to tighten and smooth skin texture; masque-1 for once weekly use and derma peel, an exfoliator.

All products are said to be bleach-free and compounded from natural proteins, herbs, barks, oils and vitamins with natural fragrances. The five-in-one programme (£26.95) achieves a healthier skin in two to six weeks, say *distributors M.R. Commodities. Tel: 01-436 1376.*

**Windsor Pharmaceuticals** say they have been inundated with calls regarding Uvistat lip screen, and would like to reassure all pharmacists that this product has not been discontinued. A new factor 15 lip screen (£1.99) has been launched which replaces the old factor 5 lip screen and stocks are now available through wholesalers. *Windsor Pharmaceuticals Ltd. Tel: 0344 484448.*

## L'Oreal make additions to Plénitude range

L'Oreal have added a firming serum concentrate and an oil-free active daily moisturise lotion to their Plénitude skincare range.

The company claims that the serum concentrate is the first mass market serum to be launched in the UK. It is said to contain a concentration of active revitalisers and energisers to help leave skin firmer and smoother. The serum (£7.99) is said to be suitable for all skin types and should be applied in the morning or evening. It comes in a 30ml bottle with a drop applicator and instruction leaflet.

The active daily moisturise lotion is aimed at combination and greasy skin types. It is said to be

easily absorbed into the skin and contains UVA and UVB filters. The product comes in a 50ml pot (£4.49) and a 50ml tube (£3.79).

The company has also introduced a 30ml size in the action liposomes cream (£3.99), said to be a handy size for carrying in handbags.

Plénitude action liposomes will be supported by a £2m media spend and there will be extensive sampling operations for the moisture lotion and firming serum in the women's Press, says the company.

The new products are initially being sold into Boots, but will be available to other outlets next month, say *L'Oreal. 01 937 5454.*

## Pil-Food on promotion trail in 1990

Lake Pharmaceuticals are offering retailers 20 per cent off the list price on Pil-Food, the Swiss supplement for hair and nails.

The offer will run throughout March and will be available through AAH, Macarthy, Unichem, and some regional wholesalers. It offers a £7.50 plus profit per sale, equivalent to 44 per cent profit on return.

This offer marks the launch of Lake Pharmaceuticals national promotional and advertising campaign for 1990. This will include trade and consumer advertisements, magazine inserts, mailings to GPs, pharmaceuticals and the general public, and stands at Helfex and Chemex for the first time ever.

There will also be new Pil-Food window displays and counter merchandisers, adapted from the European point of sale material. *Lake Pharmaceuticals Ltd. Tel: 01-991 0272.*

**Wilkinson Sword** will be promoting their shaving foam throughout March and April with an extra value for money offer. During this period a 250ml can of shaving foam will be available for the price of the regular 200ml can of Wilkinson Sword shaving cream (£0.99). *Wilkinson Sword Ltd. Tel: 0670 713421.*

**Crookes Healthcare** are running a new GP promotional campaign for Asilone designed to re-emphasise its clinical benefits and availability as a prescribable product. *Crookes Healthcare Ltd. Tel: 0602 507431.*

## Tooth saving kit

Q & E are UK distributors for the emergency tooth preserving system (TPS) imported from the USA.

TPS is a small container holding 6oz of a pH balanced tissue-preserving fluid that has a specially designed basket and conical net to secure the tooth and prevent it from hitting the sides of the container.

Q & E say teeth can survive in the TPS for up to 24 hours, giving time for people to reach dentists for re-implantation. The unit has a shelf life of two years and costs £18 (trade). *Q & E Ltd. Tel: 01-499 2424.*

## AAH is a natural

Natural air fresheners from Healthcote & Ivory are now available through AAH Pharmaceuticals.

The environmentally friendly pot pourri is available in three fragrances and comes in nine pack boxes at a trade price of £4.19. Each pack retails at around £0.79. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

**Ames' Glucometer II** blood glucose meter is now available from all branches of AAH Pharmaceuticals at a trade price of £38 (rrp £49). It features a memory and LED display, and blood samples are taken on reagent Glucostix strips. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

## Five more for Outdoor Girl cosmetics

Max Factor are moving into Spring with the launch of five new cosmetic products into their Outdoor Girl range.

Sheer colour lipstick (£1.29) is available in 20 shades and provides a glossy translucent colour with a fragrance free formulation, says the company. It will be available from April at an introductory offer of £0.99.

Available from mid-June is vital lash mascara (£1.79) which is water-resistant and fragrance-free. It comes in four shades.

Matte eyeshadows come in a choice of six shades (£1.29). The eyeshadows contain UV inhibitors to protect the eye area.

The company have also introduced a new foundation and pressed powder shade — translucent bronze (£1.59) available in three types of foundations and a pressed powder compact (£2.29) and refill (£1.29) which will both be available from April. *Max Factor Ltd. Tel: 0202 524141.*

## Cepton is on offer

Care Laboratories are promoting Cepton this Spring with a consumer offer and samplings in teenage magazines.

Cepton medicated lotion flash packs are available at a special price of £1.99 for 150ml, a reduction of 20 per cent on the recommended selling price, says the company.

The brand will also be supported with samplings in teenage Press and a link-up with *Blue Jeans* to conduct a spot survey to find out how teenagers care for their skin.

Point of sale material includes a consumer leaflet detailing the entire Cepton range and tips for maintaining a "clear, healthy skin". *Care Laboratories Ltd. Tel: 0625 535577.*

**The Chancellor Group** have introduced a new consumer leaflet on nappy rash for in-store display with Metanium ointment. The gatefold leaflet explains the causes of nappy rash and gives advice on prevention and treatment. A clear plastic shelf edge dispensing unit is also available which can accommodate up to 30 leaflets. *The Chancellor Group Ltd. Tel: 0978 661351.*



## Nappy bags from Vantage

AAH Pharmaceuticals' Vantage group members can claim a free trade out of Vantage nappy bags on a new Vantage own-label babycare offer.

In return for an order of eight or more trade outers of selected own-label babycare items, members will receive a free case of Vantage nappy bags worth £11.88 at r.s.p. All orders of eight trade outers must feature at least four of the 10 different Vantage babycare items on promotion. Members qualifying for the offer will also be able to count the babycare purchases towards the Vantage own-label retrospective discount scheme.

Running until March 31, the offer covers baby bathcare, lotion, 500ml, shampoo, powder, soap, children's foam bath, cotton buds, sterilising tablets, petroleum jelly, and zinc and castor oil. **AAH Pharmaceuticals. Tel: 0928 17070.**

## Magnesia thermometer

sterling Health are giving away children's thermometers in a Milk Magnesia promotion.

Packs of the 100ml and 200ml bottles will feature the thermometer from March. New point of sale material includes a counter unit, holding nine 100ml bottles and a shelf reserver. **sterling Health. Tel: 0483 65599.**

air, the male fine fragrance from Parfums Roberre is to have its plogne line renamed "Eau de toilette Concentrée". It will be available in a 75ml splash and a 50ml natural spray, says the company. **Parfums International Ltd. Tel: 01-961 8500.**

## Health & Diet increase ad budget to £500,000

Health & Diet Co have increased their trade and consumer advertising budget to £500,000.

The Food Supplement Co, the nutrition product arm of Health & Diet, are launching a new advertising campaign in March with adverts in women's magazines, including *Cosmopolitan*, *New Woman*, *Good Housekeeping*, *Essentials*, *Practical Health*, *Annabel*, *Woman & Home*, *She*, *Woman's Journal*, *Living*, *Woman's Own*

and *Prima*. The products featured throughout the year will be leading FSC brands such as Waterfall, Figure Trim 8, Head High and Addlife.

Health & Diet's Slyn slimming range will be advertised in slimming magazines including *Slimming*, *Successful Slimming*, *Slimmer* and *Weight Watchers*. The first advertisements will appear in March and will continue to the end of September. **Health & Diet Ltd. Tel: 0483 426666.**

## Varta help save forests

Battery manufacturers Varta are launching a new on-pack promotion in association with the Rainforest Foundation. This will be supported by an intensive marketing campaign.

For every special pack purchased Varta will automatically donate 1p to the Rainforest Foundation; the company is also marketing a "Save the Rainforest" T-shirt at £5.99, £2.00 of which will go to the Foundation.

As an extra purchasing incentive Varta are holding a free draw to win a P&O cruise up the Amazon. Details of the offer and the draw can be found on the fix-a-forms on the special packs.

The promotion starts in store on March 5 and will run through Environment Week — which begins April 28 — until the end of Spring.

The Rainforest Foundation is a charity created to provide acceptable and practical solutions to the cutting, burning and exploitation of rainforests worldwide. **Varta Batteries Ltd. Tel: 0784 64341.**

**Rybar Laboratories** say that from March 26, CAM bronchodilator mixture will no longer contain sucrose, which has been replaced by sorbitol, colouring agents and butethamate. The mixture will be colourless. **Distributors, Farillon Ltd. Tel: 04023 71136.**

## Nutrasweet sponsorship

This year Nutrasweet Co will sponsor the UK's first Classic Tournament in support of the Juvenile Diabetes Foundation. This sporting event was set up in the USA in 1985.

The aim is to raise funds for research into the causes, treatment and prevention of diabetes. It is hoped that this year's European Nutrasweet Classic will raise over £100,000 for the foundation.

The event will take place at the Wentworth Golf and Country Club on June 29. Activities will include golf and round-robin tennis with sports or media personalities, and a display of golfing tricks. Nutrasweet are underwriting the entire cost and all money raised will go to the Foundation. **Nutrasweet Information Centre. Tel: 01-636 9068.**



Two Numark chemists won first prize in a word search competition in Numark Chemist Newsline — an all expenses day out at the races, courtesy of Chemist Brokers. The winners, pharmacists Mrs Patricia Pritchard from Welshpool and Mr John Margerrison from Telford, enjoyed their day out at Sandown races having identified ten products supplied by Chemist Brokers in the wordsearch and having correctly answered a tiebreak question. Desmond Cracknell, chairman of Chemist Brokers, hosted the day which was also attended by a party from Chemist Brokers and Numark. Pictured left to right, Mrs Valerie Margerrison, Mr and Mrs Pritchard, Desmond Cracknell and Mr Margerrison

# BLISS FOR TROUBLED LIPS

When your customers have lip problems, the best advice you can give them is Blisteze Cream.

- Anti-viral/Anti-bacterial action
- Stimulates regeneration of damaged lip tissue
- Helps prevent infection
- Protects lips against wind and cold
- Can be used under lipstick

**BLISTEZE - BLISS FOR TROUBLED LIPS**

DENDRON LTD., 94 RICKMANSWORTH ROAD, WATFORD, HERTS, WD1 7JJ. TEL (0923) 229251



# Doxorubicin solution

A readymade solution of doxorubicin for injection has been introduced by Farmitalia.

Presented as a sterile red, mobile solution in vials of 10mg and 50mg, the injection contains doxorubicin hydrochloride as a 2mg/5ml solution in 0.9 per cent sodium chloride. Doxorubicin is an antimitotic and cytotoxic used in a wide range of malignancies and carcinomas. See Data Sheet for classification of dosage, side effects and precautions.

Prices are: 10mg (£16.96) and 50mg (£84.81, both prices trade). Classified as a Prescription Only Medicine, the product licence number is 3433/0127. *Farmitalia Carlo Erba Ltd. Tel: 0727 40041.*

## BRIEFS

**Shire Pharmaceuticals** have introduced Vasod capsules containing nifedipine 5mg (100 £6.54) and 10mg (100 £9.75, both prices trade). Both are light orange and marked "5" and "10" respectively, enclosed in a triangle. *Shire Pharmaceuticals Ltd. Tel: 0264 333455.*

**Rhône-Poulenc** are launching a 56 capsule pack of Oruvail 100mg (£16.13 trade) to replace the 100-capsule pack. *May & Baker Pharmaceuticals Rhône-Poulenc Ltd. Tel: 01-592 3060.*

**Searle** have introduced 100-tablet packs of Serenace 10mg (£30.12) and 20mg (£54.24, both prices trade). *Searle Pharmaceuticals division of G.D. Searle & Co. Tel: 0494 21124.*

**Stelazine** concentrate now contains sorbitol solution instead of sucrose, and tartrazine has been removed. Bottles of Stelazine syrup and concentrate will now be supplied in individual cartons. *Smith Kline & French Laboratories Ltd. Tel: 0707 325111.*

**Oradexon** is to be replaced by a generic presentation towards the end of February. Existing tablet presentations of 2mg and 0.5mg dexamethasone will be maintained and prices are unchanged. The injection, containing 5mg dexamethasone sodium phosphate per ml, now comes in a 10-vial pack (1ml £8.28, 2ml £12.70, all prices trade). *Organon Laboratories Ltd. Tel: 0223 423445.*

**Merieux** Tetavax single dose prefilled syringe is now available in packs of (£12 trade). *Merieux UK Ltd. Tel: 0628 785291.*

# All crushed by Larkhall

Larkhall Natural Health recognise that many people, and in particular children, don't like taking tablets.

The Cantassium tablet crusher (£3.95) provides the solution. This device combines a storage container for tablets, with a tight fitting lid, on top, with the screw-action crusher on the bottom.

The Cantassium tablet crusher is not suitable for sustained release tablets or capsules. *Larkhall Natural Health. Tel: 01-874 1130.*

**Smith & Nephew** have launched Minims artificial tears (20 £5.57 trade). The single dose eye drops contain sodium chloride 0.35 per cent and hydroxyethylcellulose 0.44 per cent and are pharmacy only medicines. *Smith & Nephew Pharmaceuticals Ltd. Tel: 04023 49333.*

**Rybar** say that the recommended diluent for sugar-free CAM mixture is sorbitol solution 70 per cent which gives a 28-day shelf life. *Rybar Laboratories Ltd. Tel: 0494 722741.*

# New Reflolux meter

Boehringer Mannheim are introducing Reflolux S, a meter which is calibrated using a bar code film included in packs of the new BM Test 1-44 blood glucose test strips.

The meter features several advanced features over its predecessor, the Reflolux IIM meter, says the company. It is easier to use, has a larger digital display, and shows the time and date of the test as well as the result, which are stored in a memory holding up to 20 readings.

The compact meter in a leather carrying case, comes with a battery and instructions for use say *Boehringer Mannheim UK (Diagnostics & Biochemicals) Ltd. Tel: 0273 480444.*

**Galen** have launched an OTC pack of Galpseud tablets, each containing pseudoephedrine hydrochloride 60mg. The dose for adults and children aged over 12, is one tablet three times a day. The pharmacy only tablets come in 18s (12 £8.94 trade). *Galen Ltd. Tel: 0762 334974.*

## ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
<b>Benlyn:</b>	STV, G, TT	
<b>Bisodol Extra:</b>	TV-am	
<b>Day &amp; Night:</b>	All areas	
<b>Dimension:</b>	All areas except TV-am	
<b>Endekay dental health gum:</b>	All areas except G, CTV & TV-am	
<b>Harmony hairspray:</b>	All areas except LWT, A, TTV, TVS & TV-am	
<b>Just for men:</b>	All areas except CTV	
<b>Karvol:</b>	TV-am	
<b>Lanacane Creme:</b>	G, HTV, C4	
<b>Lemsip, Lemsip Linctus &amp; Lemsip Expectorant:</b>	All areas	
<b>Libra Bodyform:</b>	All areas except CTV & C4	
<b>Nicobrevin:</b>	All areas except CTV, LWT, C4 & TV-am	
<b>Nurofen:</b>	STV, G, HTV, TSW	
<b>Radian B:</b>	G, Y, TTV	
<b>Rennie:</b>	All areas except U, Y, CTV, TVS, C4 & TV-am	
<b>Sanatogen:</b>	TV-am	
<b>Sensodyne toothpaste:</b>	G, Y, A	
<b>Signal:</b>	All areas except TV-am	
<b>Silvikrin:</b>	All areas	
<b>Sinutab:</b>	GTV, STV, BTV, G, Y, A, HTV, CTV	
<b>Throaties/Throaties Extra:</b>	TV-am	
<b>Vaseline Hand and Nail:</b>	All areas except U & TV-am	
<b>Zubes:</b>	C, Y	

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Balance Date

Balance

Transactions up to

Balance

Service Charge

Batch of Vouchers Received

Date	Ref No	Supplier	Amount
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08/11	WCF38	551.24	
24/11	Y1Y66	848.81	

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## A Vantage pharmacist who got smart

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*That's why this pharmacist transformed her pharmacy with a Vantage fascia and a complete refit, with planning, installation and financial help, courtesy of AAH. Plus superb point of sale material to set it all off perfectly.*

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*Just part of a whole package of benefits which gives a distinctly rosy glow to the outlook of every Vantage pharmacist. Others include an extensive range of Vantage own label products and a powerful £1 million advertising campaign in the*



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WE'RE ALWAYS THERE · WE ALWAYS CARE



Wednesday, March 14 is the seventh national No Smoking Day. This year, pharmacies take a prominent role as distributors of entry forms for the "Quit and Win" competition at the heart of the campaign. The forms will arrive in pharmacies during the coming week, so *C&D* takes a look at why 2.7 million smokers will be joining the Health Education Authority to say "No, ta!"

# 'High tar, middle tar, low tar? No ta!'



Two out of every three smokers in the UK would like to give up; many have tried at least once to do so. No Smoking Day provides a focus for the attempt, and the events planned up and down the country have now reached such a pitch that one in five smokers, and up to one in three of late teenage smokers, are expected to try to give up or cut down on the day itself.

Research shows that only one in 35 of those who take part in No Smoking Day are not smoking at all three months later. But that still means, according to the Health Education Authority, that 50,000 smokers give up for good with the help of a single No Smoking Day, making it one of the most cost-effective health education campaigns in the world.

The roots of No Smoking Day lie across the Atlantic, in the USA, where the Great American Smoke Out, co-ordinated by the American Cancer Society, has been going for 15 years. In the UK, the national campaign itself was predated by several years by more local efforts from the National Society of Non-Smokers (QUIT).

The stimulus for a national programme came from the anti-smoking lobby group Action on Smoking and Health (ASH) who joined with the then Health Education Council, the Scottish Health Education Group, the Health Promotion Authority for Wales and the Northern Ireland Health Promotion Unit to form the No Smoking Day Committee, which ran its first NNSD in 1984.

Membership of the Committee has since grown to include the British Heart Foundation, British Medical Association, and various cancer charities. The Royal Pharmaceutical Society has been a member from the early years.

The Health Education Authority remains the largest contributor to the budget and it offers accommodation to campaign staff. No Smoking Day co-ordinator Judith Watt told *C&D* that many people are now actively involved in local programmes for March 14. "This year is going to be a very big campaign. We have over 8,000 local organisers on our database who have expressed interest in getting involved: environmental health officers, occupational health nurses, school nurses, youth club leaders and others who want to tackle smoking," she says.

The emphasis for the day must be constructive. "The idea of the day is not to get at smokers, or to tell them they have to stop. It's really a cue for people to have a go at stopping if they want to and to hopefully create

a supportive environment for them to stop," says Judith Watt.

But it goes further than that. "It also provides an opportunity to focus on the many other issues that surround tobacco and health, like illegal sales to children, smoking bans on airlines and in restaurants. Primary schools might like to use the opportunity to look at ways of preventing young children from starting to smoke in the first place," Judith adds.

This year's campaign slogan "High tar, middle tar, low tar? No ta!" is described as a positive and encouraging message, and in its abbreviated form "No, ta!" will be seen with increasing frequency on posters, badges, t-shirts and carrier bags as March 14 approaches. Among the suggestions from the campaign co-ordinators for action at local level are street stalls, planting ash trees ("not ashtrays"), getting restaurants to declare smoke-free zones for the day, organising a fun run, conducting a survey or running a competition.

Advice on more personal aid is available; "Adopt-a-Smoker" is a scheme that provides moral support and encouragement, many workplaces now organise Quit courses to help smokers help each other give up. These have also been extended into Quit and Get Fit courses, which reinforce the message and provide an added incentive. Smokebuster Clubs operate in the school, with the aim of providing incentives, often in the form of shopping vouchers provided by local businesses, to youngsters who don't start smoking.

This year's real innovation is the first national Quit & Win competition, which offers five holidays for two on the Caribbean island paradise of St Lucia in a lucky draw. Quit & Win competitions also originated in the USA and have been held locally in the UK in previous years. National contests in Sweden, Finland and Estonia have attracted thousands of entries.

Quit & Win is being run jointly by the No Smoking Day Committee and the Health Education Authority in conjunction with BBC television and the *Radio Times*. The competition is open to smokers, and non-smokers who recruit a willing smoker. Entry forms will appear in *Radio Times* and will be available from pharmacies locally from next week. Smokers must stay stopped for a month from March 14 and a preliminary draw will take 100 entrants into the stage where to qualify for the final draw they must pass cotinine saliva tests. Twenty-five runners up will win colour TVs.

A short TV series, also titled "Quit & Win", featuring the very public attempt to give up by 40-a-day "Points of View" presenter Anne Robinson will give further encouragement to smokers, before, on and after March 14.

All signs are that this year's National No Smoking Day will be the most successful ever. Then for Judith Watt and the other two full-time No Smoking Day staff, and the countless others working locally, it will be time to think how to top this year's effort in 1991.

*If you want to find out more about No Smoking Day, ring the Campaign Line 01-387 3723 or contact the No Smoking Day Office, Hamilton House, Mabledon Place, London WC1H 9TX Tel: 01-631 0930; in Scotland the No Smoking Day Campaign, ASH-Scotland, 8 Frederick Street, Edinburgh EH2 2HB Tel: 031-225 4725; in Wales the No Smoking Day Committee for Wales, Tenor Cancer Information Centre, 142 Whitchurch Road, Cardiff CF4 3NA Tel: 0222 619846; in Northern Ireland the No Smoking Day Campaign, Ulster Cancer Foundation, 40 Eglantine Avenue, Belfast BT9 6DX Tel: 0232 663281.*

**NO  
SMOKING  
DAY**



# Testing the water

With the success of the blood cholesterol screening pilot study, launched by the PSNC last June to sound out the feasibility and acceptability of such tests, more and more community pharmacists are offering the service. *C&D* examines the diagnostic services available in pharmacies, and looks to the future



'Your blood cholesterol levels seems to be fine Mr Baldwin. However, it appears that you are eight months pregnant!'



"In five years time, the average High Street pharmacist will be offering a screening service and counselling for a wide range of conditions, in a specifically designated 'quiet area' of his pharmacy." This prediction was made by a doctor, Neil Deuchar, who was "examining the highly controversial role on which pharmacists are embarking" in *Pulse* magazine last October.

The chairman of the Pharmaceutical Services Negotiating Committee David Sharpe made a similar forecast at the conclusion of PSNC's cholesterol screening trial last December. Designed to define the pharmacist's role in the prevention of coronary heart disease, the results of the trial gave the green light to cholesterol testing in pharmacies. Mr Sharpe said he could see pharmacies expanding into other areas of screening, and perhaps eventually offering a full "health MOT" to the public (*C&D*, December 16/23, p982).

But each new diagnostic service that pharmacists decide to offer will probably result in a degree of controversy, similar to that prompted by cholesterol testing. The British Medical Association says that the best person to give the test and counsel patients is the GP, who knows the family history and all the factors that can influence heart disease.

While PSNC's trial was underway, the Consumers' Association sent volunteers to the seven pharmacies involved, and published a report in *Which?* magazine in September. Their verdict was: "CHD is a serious problem in the UK, and High Street cholesterol testing could help to raise awareness. Best of all, see your GP about your blood cholesterol level and other risk factors, and ask to be sent for hospital tests. It's cheaper that way, and if you need to see a specialist, it could be quicker."

The report did state, however, that all their volunteers got good advice, and that a recent survey of GPs revealed that many of them are not up to date with the latest dietary guidelines, and may resort "too quickly" to prescribing cholesterol-lowering drugs.

### Other risk factors

The advisability of widespread cholesterol testing continues to be questioned. Many people fear that cholesterol screening, while playing a role in the prevention of CHD, does not give the whole picture and should therefore not be seen in isolation from other risk factors.

Pharmacist Dr Keith Kendle agrees. "It is extremely important that the community pharmacist concerns himself with all the heart attack risk factors, and does not go down the road of cholesterol testing in isolation. Pharmacists must be aware of the vital importance of adequate counselling and leave sufficient time for this," he says.

Dr Kendle is undertaking an experiment at the Robert Gordon Institute of Technology, in Aberdeen. Its objective is to evaluate the feasibility and potential value of a screening programme to identify all the major risks that predispose CHD. This involves measuring height, body weight, blood pressure, blood cholesterol, and analysing urine, as well as recording past medical history, diet, lifestyle, and smoking habits. It also includes counselling, the whole session lasting on average 40 minutes.

Dr Kendle says everything he is doing could be done by a community pharmacist in a pharmacy, as it does not entail the use of any complex laboratory instruments.

He is screening personnel on the payroll of

the Institute, who are taking part on a purely voluntary basis. From a potential 1,000 people, he has carried out 400 first time screens and 100 repeats.

Re-evaluations are also a part of the experiment, to determine the effect of reducing any risk factors found to be elevated. In such cases, the patient is given advice on how to reduce the risk, or advised to see their GP, and then told to return for reassessment after a three to six month interval.

"The results to date are very encouraging. We are managing especially to reduce cholesterol levels," says Dr Kendle. These preliminary results justify individuals knowing their cholesterol levels, because in most cases it activates people to accept dietary advice and modify their habits, says Dr Kendle. The final results from the experiment are expected within a year, and may result in a training course for community pharmacists.

PSNC is preparing a training manual on cholesterol testing in pharmacies, based on the results of the pilot, and this will be ready towards the end of this month. David Sharpe says that the next thing for pharmacy, is to expand the number of pharmacists involved in

cholesterol testing, but with "adequate standards". "This will get the public used to the idea of pharmacists being involved in health screening. Once this is established, the next step would be to decide which new diagnostic service would be the most useful to offer," he says.

This year, around 1,000 pharmacies are expected to be offering cholesterol screening to the public. Pharmacists will have the choice of the Reflotron, Boehringer Mannheim's desk top analyser used in PSNC's trial, or the Minilab, made by Ames.

Ames say they have had 350 inquiries, but at present distributors Countercall are not installing any systems. This is because Ames have made certain modifications, in response to feedback from their clients and have replaced the machine with Minilab II.

One change is the addition of two tests, for triglyceride and low density lipoprotein, so that Minilab II offers the full spectrum of cholesterol tests. The cuvette has been modified, and a new centrifuge and pipette are still to come, say Ames. They anticipate that these modifications will result in an increase in the cost of their machine.

## Screening: the way forward

**As modern technology brings forth more and more highly sophisticated diagnostic equipment, it is now almost accepted that the pharmacist's role in health screening will expand. The question is, what will be next?**

David Sharpe believes that, in the short term, highly technological machines will be developed capable of screening for a wide variety of substances. "Such screening will expand. Pharmacists will be able to lease or buy these machines and test for all sorts of ailments using blood or urine samples," he says.

Mr Sharpe is hopeful that the next step forward will be measurement of blood sugar. This, he says, will help to detect the estimated 500,000 people in the UK who are undiagnosed diabetics.

Last October, Astra launched the Astra Breathing Check (ABC programme) during Asthma Week. This three-month experiment in 20 pharmacies in the Durham area, is investigating the practical aspects and acceptability of a pharmacy-based screening/monitoring programme based on the detection of airflow obstruction.

A large proportion of people suffering from asthma and other respiratory diseases are undiagnosed, or receive inadequate therapy for their condition. Through the ABC programme, members of the public are invited to take a free test to measure their expiration rate, performed by the pharmacist using a mini Wright peak flow meter. The pharmacist also completes a comprehensive questionnaire about the patient. If the reading is abnormal, the pharmacist refers the patient to their GP (also participating in the programme), with a copy of the results of the test.

The ABC programme results will soon be available. If this pilot scheme proves a success, the programme is likely to be extended nationally. "Preventive health is the way forward and pharmacists are in an ideal position to play an active role," say Astra.

One "service" offered in some

pharmacies is the placing of scales in the shop, to help customers monitor their body weight. Pharmacists may wish to consider instead the Mini-Futrex 1000, a device which measures body fat. Its manufacturers claim this is a better indicator of increased medical risk than body weight.

The device is held against the bicep muscle of the dominant arm and on pressing a button, the percentage body fat reading is shown instantly on a digital display. A fitness wheel converts the reading into implied health risk.

The Mini-Futrex 1000 costs £299. It is distributed by Self-care Products Ltd, who suggest that pharmacists could use the device to offer a "fat measuring service", and recoup the cost by charging for tests.

One pharmacy famous for among other things, the provision of professional medical equipment/diagnostic devices, is John Bell & Croyden in Wigmore Street, London. One of their latest stock lines is a radon testing kit, to detect the gas which is believed to be causing several thousand deaths a year from lung cancer.

The kit consists of a canister, in a crush proof box, which is opened in the building being checked for radon, and left for four days. It is then sealed down and mailed to the testing laboratory. At £29.99 each, this may not, perhaps, find its way to the home diagnostics section of a "typical" community pharmacy.

But as regards screening the public, John Bell & Croyden may have started the ball rolling. For some two weeks now they have been offering a "complete" screening service involving measurements such as cholesterol level, blood pressure, weight, and blood sugar levels. It remains to be seen whether this will become typical of most community pharmacies.



# Time for a more professional image

## One community pharmacist's views on cholesterol testing

Pharmacist Cecil Gold has been discussing coronary heart disease with his customers since July. One of his most frequently used lines is this: "Your heart is like a kettle; you can descale it." Most people can relate to this, he says.

Mr Gold is the proprietor of Gold's Pharmacy, in Gants Hill, Ilford, which has been open for some 26 years. Over the years, he has offered a pregnancy testing service, sold pregnancy and ovulation testing kits, sold and dispensed kits for measuring blood and urine glucose, and even hired out scales to weigh babies.

He decided to offer a cholesterol screening service for two reasons. "I saw that it was of great interest to the public, and thought it would give the pharmacy a more professional image," he explains.

The service is a success from the point of view of public acceptance, says Mr Gold. By mid-January, he had undertaken some 400 tests on an Ames Minilab, which he bought for around £800. At £6 a test (£7.50 since January 1, retests £6), he has more than covered his costs.

Apart from a sign in the window, Mr Gold has not advertised the service. He runs an appointments system, and no more than five customers are booked in each day, for morning consultations only. He spends, on average, 20 minutes with each customer, although on occasion this stretches to 30 minutes.

The time factor is the major consideration, says Mr Gold. "If you are prepared to devote the time, it does create a very professional image. But you can't rush someone who is worried. You must handle them with kid gloves," he advises.

Mr Gold's formula for counselling was devised from reference books, and the Society's guidelines on cholesterol testing. He spoke to his local doctors, telling them about the service. They said it was a good idea, but do not appear to send people in, he says.

With the Minilab equipped to measure several substances, Mr Gold feels he would offer more diagnostic services if they become available. He believes such testing will evolve in community pharmacies. But because of the time factor, he says it will need "multi-pharmacist" operations.

"One pharmacist cannot be stretched to the point where he is dispensing, counter prescribing, supervising, counselling, doing paperwork, and consulting in the course of the day," says Mr Gold.

"Diagnostic testing has been very successful on the continent: It will become a bigger part of a UK community pharmacist's role as the pressures on hospitals increase. But I don't see it happening in the short term," he said.

Neither does he see the day when British pharmacists will offer the service he saw advertised in a pharmacy in Gambia — an X-ray service.

# The pharmacist's role in pregnancy and ovulation

Now that home pregnancy tests are easier to use, fewer pharmacists are offering an in-pharmacy testing service. Unipath estimate that over half a million pregnancy tests are carried out in pharmacies. There is a wide variety of professional tests to choose from, and these too are becoming simpler to use.

Clearview HCG, launched by Unipath in December 1988, involves only one step. Kent Pharmaceutical's Hexagon HCG tests features a "take home" unit: the results are stable for up to four days, and can be shown to the GP. An introductory offer running until April 25 features a buy two get one free promotion.

Although some women still prefer to have a test done by their pharmacist, more and more women are purchasing home pregnancy kits, and the market for these is growing. Market researchers Nielsen report a year on year growth in home pregnancy tests of 29.9 per cent in value and 22.3 per cent in volume, with sterling sales for the year ending September/October 1989 at around £4.2m with 567,000 units sold.

Home pregnancy test manufacturers' estimates of the market size tend to be higher.

Chefaro say the market is worth £8m, a 38 per cent growth year on year, with 1.2 million units sold, an increase of 30 per cent. They say Nielsen's figures should be higher, because Underwoods (bought out by Boots at the end of 1988) are in their 1988 base but not in the 1989 base.

Carter-Wallace's figure for the market's value is £10m at recommended selling price in 1989, which they say represents a gain of 35 per cent year on year. And Unipath say that since 1985, the market has grown from 550,000 units to 950,000 units in 1989, putting the market at £7m at r.s.p.

## More information needed

Despite the growth in the market, there is a strong element of confusion about purchasing home pregnancy tests, say Chefaro. Consumer research they carried out last December found that most of the women felt they needed more information about these tests, but were often too embarrassed to ask for help.

These women felt most "comfortable" about buying pregnancy tests where they are



PG/53 tests for fertility with saliva

available for self selection, in an area where "friendly and discreet" advice can be given, say Chefaro.

A Tambrands survey late last year also found that the role of the pharmacist was particularly important in the purchase of home pregnancy tests. The company found that brand awareness is virtually non-existent, and that women will rely almost exclusively on the recommendation of their pharmacist or a friend.

## Advertising/promotion in 1990

Consumers who are too embarrassed to ask for help in pharmacies often look to advertisements to tell them what the specific benefits of each kit are, say Chefaro.

They are supporting Predictor with £500,000 in 1990, the first burst of which will be in women's magazines, including *Cosmopolitan*, *Me*, *Options* and *New Woman*.

Unipath are spending £500,000 on an advertising campaign for Clearblue One Step in the women's Press. This month, they are offering the "Getting to know your body" cassette for the second time, free with purchases of Clearblue One Step, while stocks last.

The company is running a trade promotion throughout 1990 in conjunction with the National Pharmaceutical Association. The "Unipath Initiative" involves the collection of tokens available on-pack and via promotions through the sales force, which can be redeemed as part or full payment against any product or service offered by the NPA.



Unipath's free cassette offer on Clearblue



# POSITIVELY BETTER — BY DESIGN

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At last, diagnostic products that have been designed with women in mind. Self selectable the attractive packaging minimises embarrassment.

Displaying Early Bird will increase your overall sales and these highly accurate tests can be recommended with confidence.

### Ovulation Home Test

Market research has shown that demand for ovulation tests is potentially enormous. Until recently products exceeded the £20 psychological barrier for consumers — NO LONGER — Early Bird the sophisticated Ovulation Home Test SMASHES the price barrier, it is also simple to use, attractively packaged and results are retained for the duration of the test.

### Pregnancy Home Test

Designed with women in mind Early Bird Pregnancy Home Test is very sensitive producing an accurate result in minimal testing time. By displaying Early Bird your overall sales will increase.

- ⊕ Unique ⊕ or ⊖ result in just 5 minutes (no colour bars, shades, etc to misinterpret!)
- ⊕ Stable for 4 days Early Bird can be shown to partner, GP and family.
- ⊕ Virtually 100% accurate
- ⊕ National Advertising Support.

## SPECIAL OFFER . . . . . ORDER FORM

Order 6 Early Bird Home Tests plus 1 Ovulation Home Test and we will send you an extra 6 Home Tests FREE!

Please send ☐ Pregnancy Home Test(s) PLUS ☐ Ovulation Home Test(s)

Direct/Wholesale — Delete as required

Name .....

Address .....

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Signature .....



Wholesaler .....

Depot .....

Account No. ....

SEND TO: **FREEPOST**

KENT PHARMACEUTICALS LTD, WOTTON ROAD, ASHFORD, KENT TN23 2LL  
Bonus stock will be supplied direct from Kent Pharmaceuticals Ltd



Carter-Wallace say they will continue to advertise Discover Today on women's pages of the popular national Press. The total advertising support this year will be £250,000.

One of the latest entrants into the marketplace is the Early Bird range. Kent Pharmaceuticals are distributing POS literature for both the home pregnancy test and the ovulation test, to all pharmacies. A trade offer running until April 25 is to buy six pregnancy tests and one ovulation test and get six pregnancy tests free.

Kent's consumer advertising campaign is planned for June, July and August in regional Press and selected women's magazines, together with consumer sampling offers.

But a lack of advertising spend of any significance has caused the market for ovulation tests to be static, say Chefaro, estimating the market to be worth £630,000 with 30,000 units sold, split among the brands as follows: Discretest 10 per cent, Clearplan 29 per cent, First Response 60 per cent and Early bird 1 per cent.

Unipath, however, feel that the market has finally started to grow. Their "simple-to-use" Clearplan is being promoted with a £300,000 advertising campaign, and together with consumer promotion and pharmacy support, this has won it a 30 per cent share of the market.

And since more couples are experiencing subfertility problems, caused by delaying parenthood into their 30s when natural fertility declines, Unipath say the market for ovulation tests will reach at least £5m at rrp within the next few years.

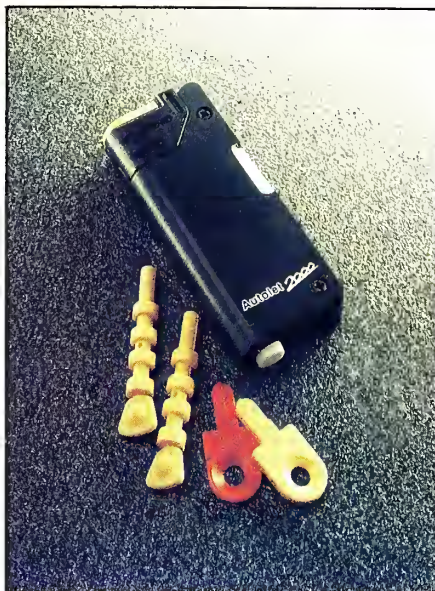
### Saliva test for fertility

An alternative to these kits and fertility thermometers is a new device that predicts ovulation from a saliva sample. The PG/53 fertility tester was launched in the UK about three months ago by Global Pharmaceuticals.

It is based on research that during the first half of the menstrual cycle, oestrogen produces changes in the consistency and crystallisation of saliva and cervical mucus, when it is at its highest concentration — three or four days before and after ovulation — and looks like fern branches when viewed through a microscope.

The PG/53 (£14.75) is described as a "100 per cent magnification microscope" and a sample of saliva is allowed to dry on glass in its base. The dry sample is then examined for crystallisation through an eyepiece in the lid (see p246).

Global say that scientists have been aware that a relationship existed between the hormonal changes of the menstrual cycle and crystallisation of female saliva since the 1940s. And saliva testing for fertility has been available under medical supervision in Spain since 1969.



Autolet 2000 for "active" diabetics

## New products:

Owen Mumford are launching the Autolet 2000 on March 1. They describe it as a discrete finger pricking device for diabetics "on the move" who want to manage their condition without carrying conspicuous contraptions. The Autolet 2000 is compact, measuring 2.8 by 1 by 0.5in, with a concealed Unilet lancet "to reduce the pain of anticipation", says the company.

It comes with a two-year guarantee, full instructions, lancet and platform samples, clam shell packaging, with a recommended retail price of £8.50 (trade £5.92). It will be advertised direct to diabetics, to nurses and other health professionals, say Owen Mumford. Tel: 0993 812021.

Medisense, who introduced the Exactech pen-sized glucose sensor last year, are preparing to launch another glucose sensor — the Companion. This, they say, uses the same technology as its pen-sized counterpart, requiring no blotting, no wiping and no timing, and giving a digital glucose readout 30 seconds after the applications of whole blood.

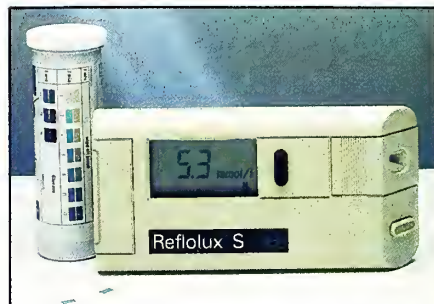
The Companion has a large display window and is the size of a credit card. It uses the same test strips as the Exactech, which are available on prescription, and will be provided with a wallet capable of housing everything necessary to perform the test, say Medisense.

Both products will be offered in a starter pack, £62, containing the glucose sensor, lancing device, 50 lancets, 25 glucose strips, a wallet, and a user manual. Medisense (UK), Inc. Tel: 0235 555 440.

Operating as Boehringer Mannheim UK since January 1, the company is launching this month the Reflolux S. It is a blood glucose meter for use with the new-look BM Test 1-44 strips, which were repackaged in new container tube and carton last month (C&D, January 6, p9).

The Reflolux S has been developed from the Reflolux IIM meter, but includes several new features in a more compact, easier to use design, says the company. Calibration involves a one-step operation using a bar code film from a pack of BM Test 1-44. And a larger digital display (of value to those with poor eyesight) now shows the time and date of the test as well as the result. This information is stored in a memory which accommodates 20 readings.

The Reflolux S costs £49 and comes with a leather carrying case, a battery and instructions for use. Boehringer Mannheim UK (Diagnostics and Biochemicals) Ltd. Tel: 0273 480444.



New Reflolux S improves on old IIM meter

Philips launched three new blood pressure meters in December: the HP5330 (£69.99), the HP5331 (£89.99), and the HP5332 (£199.99). They also introduced a leaflet on home BP monitoring, which includes a cash back offer running till May 5 for £5 off HP5330 and HP5331, and £10 off the HP5332. Free supplies of the leaflets are available from Anna Simose, Philips DAP, City House, 420 London Road, Croydon.

These new models use an oscillometric measurement method, and have been recommended by consultant physician Mr C.L. Hall, in a paper in *Cardiology in Practice* (July 1989).

He states that blood pressure when measured at home, is usually lower than when measured at the doctor's surgery. This office hypertension occurs commonly leading to the overdiagnosis and unnecessary treatment of particularly mild hypertension.

For this reason many pharmacists do not offer a blood monitoring service. But those who do say that the pharmacy environment is one that people may find less intimidating than a doctor's surgery. And it may alert them to a blood pressure condition which they did not know existed.



Exactech is soon to have a Companion

### Home pregnancy tests: long term growth

Period	Sterling sales	% growth	Unit sales	% growth
Sept/Oct 1989	£4,194,200	29.9	567,000	22.3
Sept/Oct 1988	£3,227,700	18.0	463,700	12.2
Sept/Oct 1987	£2,734,000	23.5	413,000	16.1
Sept/Oct 1986	£1,640,000	34.9	355,800	27.8
Sept/Oct 1985	£1,332,000	23.0	278,400	17.0

Figures: Nielsen



## Expansive tax scheme?

With respect to Dennis Pay, *et al* and the Broad Oak Pharmacies enterprise in your article in the *C&D*, February 3, I am a bit worried about the way the venture has been projected as a Business Expansion Scheme.

As an experienced BES investor since its inception, I must confess that there are advantages relating to tax and capital gains tax. We, as pharmacists, may understand the business of pharmacy, but BES investments are slightly different. The following are "broad" issues one needs to look at:-

a. Considering the current climate in pharmacy, are the goodwill prices likely to increase substantially? Note, Broad Oak are likely to pay the full premium at what are now already expensive market prices for pharmacies, due to the limited number of existing pharmacies.

b. What is the growth likely to be? Note the sponsor, Chancery, is "nipping off" almost 9 per cent.

c. What is likely to happen to the market in the next few years with so many NHS changes going on? There is even speculation that the

new contract (which is regarded as anti-competitive) may be thrown out — this would reduce the premiums considerably.

d. Is the investment spread among the pharmacies purchased to reduce risk?

e. Is the exit route guaranteed?

Investors please note, a tax gain should not be the only point of investment. Remember that there are various other BES issues around, eg assured tenancies (asset backed), etc. Do take advice from a solicitor, accountant or an independent financial advisor.

N. Sodha  
Redditch

## Musings on supermarkets

I don't do the household shopping. Rarely do I see the inside of the local supermarket, but on those occasions I do, I get lost and wait to be found.

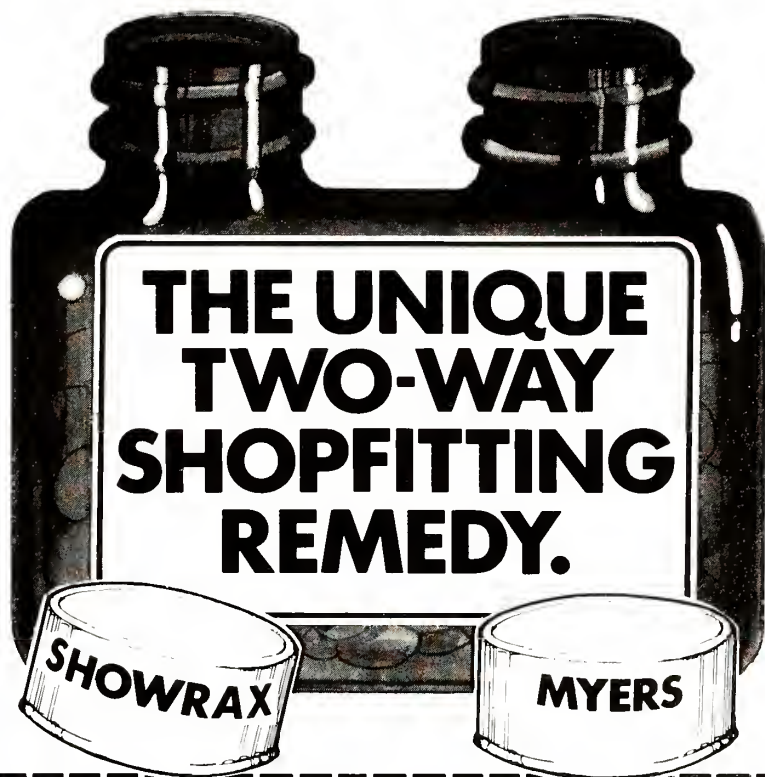
Once, standing by a particularly wide freezer chest, a lady reached across me to pick up a pack. Her handbag dangled from her arm. The contents spilled

across the cabinet. I tried to help. Eventually I picked up an amber vial labelled "Vallergan tablets. Take as directed" and bearing that day's date. I recovered the cap and counted the tablets remaining in the vial — 23. A further 37 small blue tablets were soon restored to their rightful place. We alerted the assistant, then the supervisor, the store manager and finally the pharmacist in the store's own pharmacy. The score rose to 71 tablets before I was summoned. I never discovered the final score.

More recently, I parked close by the store pharmacy. I watched the two assistants serving. I noticed that some items were not paid for immediately, but added to the contents of the shopping trolley. Still unrecognised, I noted that paracetamol and aspirin tablets were among the items consigned to the trolley. No doubt the sale was completed at the checkout. I mused. "Was the whole store registered as a pharmacy? Was the pharmacy, as registered, confined to just the area, not very clearly marked, but labelled 'Pharmacy'? Perhaps the pharmacist was responsible for the whole store?"

H.B. Davies  
Tamworth

# POSTBAG



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## A training black hole?

Your timely feature has given an authoritative statement on the relationship between the NPA training courses for pharmacy assistants and the National Council for Vocational Qualifications criteria for accreditation (*C&D* last week, p204). It also raises the question whether the larger companies listed as NPA members are likely to join the scheme or whether they have their own courses. NPA course organisers need to know in order to target their mailings, as the managers of some of the branches approached do not appear to have any authoritative information.

I was appointed a course organiser for the NPA Medicines Counter Assistants course for Aylesbury in September last year. I received from the NPA, through Radcliffe Medical Press, a list of 17 potential candidates and two course tutors. These came from the High Wycombe and Milton Keynes districts and augured well for a course designed for a maximum of 30 candidates.

Now, more than three months later I have had confirmation that Milton Keynes district is to have its own course, Abingdon is also preparing one to include nearby Oxford and all pharmacies in the county — around 80 in total.

Additionally, the owner of a local company with more than ten branches writes to say that he has no need for the NPA scheme, as he has his own course. Similar statements have come from other local pharmacists who have several branches.

These circumstances have led to postponement of the Aylesbury and district course until October of this year.

The February NPA supplement announces 34 courses in England and Wales. The most conspicuous discrepancy in this list relates to the two courses in Lancashire: one for Lancaster (14 pharmacies/46,321 population) and for Lancaster plus Morecambe (16/41,908). A third is for Kendal, 20 miles up the M6 with 8 pharmacies, 23,411 population and only eight other pharmacies within a catchment area of 40km radius.

The Metropolitan Counties will probably experience less difficulty in arranging courses. West Midlands alone has ten towns of 100,000 or more population within ten miles of its geographical centre at West Bromwich and the proximity of these should simplify liaison between FPC and NPA secretaries.

More difficult are the various contiguous towns of the Home Counties and South-East. It is here pharmacists should offer help to each other and to staff of further education colleges who may not be familiar with the numbers and distribution of premises.

The final point needing clarification relates to the larger multiples. These include pharmacies of the Savory & Moore, Kingswood, Lloyds and other groups. We need clear indications of the policies of these companies as well as Boots, who are not included in the NPA's list.

All community pharmacists and their staff need to co-operate closely in the interests of their clients as well as for their own welfare. To do this, we need initially 100 centres from which new and occasionally repeated courses can be held to ensure that nearly all assistants can become accredited members of the health team. Only the fullest co-operation can make this possible and it is needed now so that we can start as we mean to continue: fully organized to ensure that all but the smallest pharmacies have at least one certificated assistant by the middle of the decade. Establishment of a network of centres on such demographic principles should ideally be completed by 1991.

Keith Jenkins  
Wendover, Bucks

## Boots role in training

Just to set the record straight, I'd like to point out that Boots have also been heavily involved in the development of the vocational qualifications (*C&D* last week, p204) through participation in the working party and through branches involved in field testing and piloting. Vocational qualifications are designed by employers!

The assessment procedure for the vocational qualification in retail has not yet been fully agreed. However, assessment is "work-based" ie carried out in the working situation, so the NPA will not be involved in that. There is a written test component to both the pharmacy vocational qualifications (medicine counter and pharmacy assistant) and the NPA with Boots will, for the time being, mark these tests.

Alisa Benson  
Head of training, National Pharmaceutical Association

## Knickers!

I am surprised that Xrayser finds linking recurrent cystitis with knickers unacceptable (*C&D* January 27).

It is generally believed that wearing tight clothing, especially nylon, is a common precipitating factor in cystitis attacks.

Sterling Health have been committed to providing education and advice to cystitis sufferers since the introduction of Cymalon.

An offer of loose fitting French knickers is more likely to encourage cystitis sufferers to wear suitable clothing than a suggestion to wear loose cotton knickers. As no purchase of Cymalon is required to obtain the offer it cannot be said to be encouraging unnecessary purchase of medicines.

Dr Sandra Savage  
Sterling Health

## Prophylactic?

In common with nearly every community pharmacist in the country, I always turn to "Topical Reflections" by Xrayser early on Friday or Saturday. Normally, I nod my head in silent agreement with his sage paragraphs. However, I feel I must take issue with him on the issue of knickers!

Cymalon is a treatment for cystitis, and a preventative measure for the complaint is loose fitting undergarments. From my limited experience, I understand that French knickers are indeed a form of loose undergarment, and hence Sterling Health should be congratulated on taking a complementary step to back up our counselling.

John Kirby  
Welwyn Garden City

## Sunscreens explained

Although Roy Simpson of Ciba Pharmaceuticals (*Postbag* Feb 3) is essentially correct in saying that many sun cream brands provide UVA as well as UVB protection, the issue which has been raised recently is that many brands provide poor UVA protection.

Previously, it has only been possible to measure UVA protection on a theoretical basis. Dr Diffey of the Dryburn Hospital in Durham has devised a method of measuring UVA protection and has made the point that while a sun cream may give high UVB protection, it does not necessarily provide adequate UVA screening. The SPF factor given on any sun screen brand applies only to the level of UVB screening.

While some brands claim UVA protection, Dr Diffey has shown that many provide a much lower ratio of UVA protection compared with UVB. This has been reported specifically with regard to Roc total sunblock and Piz Buin 24 sunblock as detailed in *The Lancet* (May 13 and July 19, 1989).

We have used Dr Diffey's method to test our Uvistat products, and have reason to believe that we can claim that our equivalent high protection sunblock provides probably the broadest spectrum of protection against both UVA and UVB rays, in a balanced way which most closely reflects the skin's own natural filtering ability.

We have just published a consumer booklet to promote a better understanding of the effects of UVA/UVB exposure and to encourage sensible sun protection habits. Copies are available free to pharmacists.

Andrew Dixon  
Healthcare development manager  
Windsor Pharmaceuticals Ltd



Andrew McCoig (left) of McCoigs Pharmacy, Middlesex receives his tickets for two champagne flights on Concorde from Paul Sherrington, national account manager of Product Technology (UK) Ltd, after winning their free prize draw at Chemex '89



# Registration exams by 1992?

The Royal Pharmaceutical Society's Council agreed at this month's meeting to establish a registration examination steering group as the initial stage leading to the introduction of a registration examination. The steering group would oversee the drafting of the examination specification and accompanying tender invitation documents, plus the selection of the tenderer to be contracted to provide the examination.

It was agreed that the steering group should comprise Mr M.J.S. Burden, Professor P.F. D'Arcy, Professor D. Ganderton and Mr P. Curphey.

A spokesman for the Society told *C&D* on Tuesday that the sort of timetable the Society had in mind was to hold the first full exams in the Summer of 1992. There would probably be a pilot test run involving a few people in the Summer of 1991 but with no implications for those registering then.

**Indicative budgets** In general, medical practice would not take account of pharmacists' professional fees. Council was told following a meeting with the Department of Health to discuss the NHS and Community Care Bill.

Presenting a report of the meeting, secretary and registrar John Ferguson said the necessary assurances had been obtained, in that with indicative budgets the sum given to a doctor would be related to Drug Tariff net ingredient costs, which would exclude discounts and on-cost and be equivalent to the gross ingredient cost in Scotland. Fund-holding practices, would have a fixed sum, of which an element would be for medicines. This would be based on the basic price less an element for discount plus a container allowance. Practices would be told each month how much money had been spent and a discount and the container allowance would be taken into account when calculating the sum.

The secretary and registrar also reported on the progress of the Bill. He confirmed that the Commons committee stage was being followed closely and that when necessary members of Parliament were being briefed on the Society's views.

The president, Marion Rawlings, and David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee, recently met the Health Minister, Virginia Bottomley to discuss the Bill.

**Nurse prescribing** The report of the Advisory Group on Nurse

Prescribing was considered by the community pharmacy subcommittee which agreed that the Department should be told that nurses should prescribe and pharmacists should dispense for patients except for products used by nurses for immediate treatment.

The subcommittee also pointed out that prescriptions for nurses' patients should be always dispensed by pharmacists, even in dispensing doctor areas, as patients would have the benefit of a pharmaceutical service by travelling to a pharmacy as opposed to a doctor's surgery.

The subcommittee disputed that in many cases it would be more cost effective for a health authority to supply products rather than have them dispensed by community pharmacists. It was agreed that it should be pointed out that supply by community pharmacists reduced travelling costs and capital tied up in stock. For all products proposed for nurse prescribing within the NHS, legislative changes would be necessary, as would alterations to the Drug Tariff, before pharmacists could supply.

It was emphasised that care would have to be taken to ensure that dual prescribing by a doctor and a nurse did not lead to conflict.

Some concern was expressed at pharmacists not being able to contact nurse prescribers to query prescriptions and it was noted that in such circumstances a pharmacist should contact a patient's GP. It was also noted that nurse prescribers working both inside and outside the NHS would have to give a telephone number. It was also agreed that an identification document including a photograph would be valuable for authorisation.

**Blacklist committee** The Department of Health has turned down the Society's request that the Advisory Committee on NHS Drugs should include a hospital pharmacist and an additional community pharmacist. So far as hospital pharmacist representation was concerned, the Departmental view was that there was already a considerable pharmaceutical input from the two pharmacist members and the secretariat's pharmaceutical adviser. As for the suggestion that an additional community pharmacist would ensure that committee meetings could always be attended by at least one pharmacist, the Department said that such an appointment was not necessary because the agenda and

meeting papers were circulated well in advance so that members unable to attend were able to comment in writing.

**Control of entry** Council agreed to ask the Department of Health to ensure that commercially sensitive information should not be circulated other than to the family practitioner committee under the arrangements for control of entry into NHS pharmaceutical lists.

The decision arose from consideration of the implications of the wording of health circular HC(FP)89/1. Paragraph 6 of the circular said that all arguments advanced for and against an application should be circulated to all interested parties, while Paragraph 33 referred to the information assembled by the family practitioner committee for its pharmacy practices subcommittee being made available to the same people.

It was suggested that a person could make a frivolous application which might lead to access to such information.

**Medicines Resource Centre** Council agreed to request that information produced for GPs by the new NHS Medicines Resource Centre should be supplied to all regional and national continuing education organisers for pharmacy. It made its decision on the recommendation of the Postgraduate Education Committee, which had noted that, following a request from the Society that information should also be supplied to community pharmacists, the Department of Health had agreed that information from the centre should be sent to local pharmaceutical committee secretaries for dissemination to pharmacies.

**Pre-registration employment** Council agreed that no pre-registration pharmacy graduate should be required by contract to remain in employment with a company or health authority/board for any period beyond the pre-registration experience year.

**Practice research** Council agreed to ask the Department of Health for central pump-priming funding to set up academic practice units in schools of pharmacy. Such units would help co-ordinate undergraduate education and training related to pharmacy practice, would develop practice-related postgraduate courses, and would increase the amount and range of practice research.

**Galen award** Council approved a proposal that the closing date for

applications for the Galen award should be changed from April 1 to July 1 to bring it into line with the Sir Hugh Linstead community pharmacy practice fellowship.

**R.P. Scherer Ltd** are to support a collaborative research investment studentship programme for pharmacy rather than continue to offer the annual R.P. Scherer award for young pharmacists in the pharmaceutical industry.

**Industry experience** Council approved a proposal that pharmaceutical companies should be encouraged to arrange vacation courses for pharmacy students. A letter would be sent to six major British pharmaceutical companies asking them to consider organising courses on the line of one previously run by Fisons Pharmaceuticals.

**Service Committee hearings** Council agreed to write to the Department of Health asking that witnesses at service committee hearings within the family practitioner service should be allowed to remain at the hearing until immediately prior to the judgment. The community pharmacy subcommittee was concerned that witnesses might be maligned in their absence after giving evidence.

**Strychnine warning** Council agreed that warning letters should be sent to a pharmacist and a pharmacy company following the sale of strychnine to a customer who did not have an appropriate written authority. It was also agreed that the question of strychnine sales should be raised with schools of pharmacy to ensure adequate teaching in relation to the Poisons Act 1972.

**Private prescriptions** The Law Committee expressed concern about warning letters to six pharmacists who appeared unaware of the law relating to the retention of private prescriptions for prescription only medicines. In each case, a prescription had been returned to a patient after being dispensed in part where no authority for repeat supply had been given on the prescription.

**Unpaid retention fees** Council agreed that the retention fee reminders be issued at the end of February or as soon thereafter as was practical. This would mean that erasures for non-payment would take place at the end of April rather than the end of May as in 1989.

**Publicity guidelines** Council agreed to seek the approval of the membership for new ethical guidelines on publicity for services and goods offered by pharmacies at the annual meeting in May.



# BUSINESS NEWS

Unichem are planning a franchising scheme and changes in the structure of the board if plans to convert from an industrial and provident society to a public company are successfully completed this year. Post conversion strategy, also includes moves to take maximum advantage of the new European trading conditions after 1992, possibly through links with a European distributor.

Unichem's finance director Jeffrey Harris (right) told *C&D* in an interview explaining the changes: "We would like the franchise operation in position once the flotation has been achieved. Of our 4,000-odd members there are a fair number who may be expecting to make a bit of money on their shares and may be postponing retirement just to see the conversion through, so we would expect to see a number of pharmacies coming onto the market at that time."

"We circulated our members with a questionnaire in the Summer of last year and we touched on a whole raft of issues. Franchising was well received. Unichem does not want to see a small number of powerful retailing groups in a few years time; independents give a much better service to the community in our view," he said.

Mr Harris said franchising will give Unichem a higher profile in the High Street. "We would want to create a sensible franchise chain," he commented. He was reluctant to be drawn on the likely scale of the operation, but said that it will not be a marginal exercise — "We see it as an important part of Unichem's future." The structure of the scheme would be "broadly similar" to the one operated by AAH. Unichem would put up the funds to acquire pharmacies to run as a franchise or possibly as a partnership, and after a number of years the pharmacist running the business gets a right to buy.

He admits that the scheme has yet to be worked out in detail, but emphasises it would retain the independence of pharmacies. "We have no wish to end up owning a chain of pharmacies at the end of the exercise," he said. Unichem will not stop their loan

## Unichem's future as a public company



are planned by Unichem if conversion goes through. The appointment of Lord Rippon as chairman has already been announced, and Unichem intend to appoint another City non-executive director. Two pharmacists will be retained from the present board: David Mair moves to the role of deputy chairman and James Buchanan will be the other pharmacist director. The five executive directors, including Peter Dodd as chief executive and Jeffrey Harris as

be to some extent balanced by a strengthening of the regional committee structure to provide feedback to the main board. "Up until now we have had this feedback from the predominance of pharmacist non-executive directors. A service industry such as ours does need regular feedback from customers, to know what the company is doing right — or wrong."

Mr Harris does not expect the ethos of Unichem to change dramatically, though he says they will want to carry out some limited diversification. Franchising is one aspect of this; the other is to look at ways to take advantage of the opportunities offered by the Single European Market in 1992.

"The market is going to change dramatically as tariff barriers come down," said Mr Harris, "and we would like to be in a position where we can capitalise on that, especially as a distributor." This could be achieved with links with a European wholesaler. "In any period when prices are changing there is an opportunity for good businessmen to take advantage of price differentials, and links with European wholesalers will make the best of these advantages."

■ Mr Harris described the two share option schemes which will be available to employees if conversion is accepted by Unichem's membership. Two separate schemes will operate, one for SAYE employees, another for executives. Under the SAYE scheme employees will be offered options at a 20 per cent discount which they will not be able to take up for five years. The executive scheme does not discount the shares but can be taken up after just three years. A limit of 5 per cent of total share capital operates with the scheme, of which only 3 per cent can be for the executive scheme.

**Nutricia Dietary Products** are still taking orders at their Stanmore site, following the move of their Poynton base to Stockport (*C&D* February 3).

**Provincial Pharmacy Locum Services Ltd** have moved to The Old Fire Station, 69 Albion Street, Birmingham B1 3EA. Tel: 021 233 0233.

**Unichem's timetable and procedures for the proposed conversion to a public company are to be outlined by Mr Harris in a countrywide road show.**

**Member pharmacists will be sent three documents: a voting form; an application form for shares in Unichem as a public company; an application form for shares in the rights offer planned by Unichem on conversion (see *C&D*, October 7, 1989).**

**The document for those who want to apply for shares in the public company will be sent out on April 20, and participating pharmacists will have to apply for shares by June 25. Members may vote either by attending the conversion meeting on May 20 or by sending in a proxy vote. A proxy vote is not binding, however, and anyone attending the meeting will be able to change their vote if they chose.**

**Unichem requires the votes of 75 per cent of those voting to achieve conversion.**

**Unlike the takeover of one public company by another, there is no mechanism by which if the vote goes through, the remaining shares are automatically converted. If conversion succeeds, those who still hold the £1 provident and industrial society share will only be able to redeem them for £1 if they have not applied to exchange them by June 25.**

scheme for buying pharmacies, however.

Mr Harris sees conversion to a public company as necessary for such a scheme to work for Unichem. "If you wonder why we have not had such a scheme before it is because it has not been economic," he explained. "The cost of borrowing money is currently around 15 per cent, but a rights issue implies a cheaper price for money, of the order of 4 to 5 per cent — the dividend yield in the first year."

A number of board changes

finance director, will be retained on the new board.

The board changes planned by Unichem on conversion are to give Unichem credibility in the City, said Mr Harris. "We do not think the City would accept a situation where executives can be outvoted by non-executive directors, as at present; they would expect a more balanced board. They would also expect people with commercial and City experience."

The reduction in pharmacist representation at board level will



## Another record year for exports, says ABPI

Britain's balance of payments has received a tonic from the pharmaceutical industry — a record trade surplus of £955 million for 1989. Exports amounted to £2,016m, while imports were £1,062m.

Exports of medicines topped £2 billion last year for the first time. The figures — issued by the Association of the British Pharmaceutical Industry — represent more than 30 years of sustained trade surplus, with the best results up 11 per cent.

"If the Government wants to maintain a world-beating industry in the UK it needs to support European Community proposals to restore the effective patent life protecting new medicines," and

an ABPI spokesman warned, "the United States and Japan have already taken action if we are not to lag behind we must follow suit."

The United States was the largest single export market for British-made medicines last year, worth almost £215m — up 30 per cent on the previous year. EC countries accounted for 42 per cent of all exports, worth £847m.

Japan continued to be a major importer of British medicines worth £123m — also up 30 per cent on the previous year — while the UK imported only £7m of Japanese pharmaceuticals. Other leading export markets were Saudi Arabia, Australia, Sweden, Canada, Iraq and Switzerland.

## COSHH leaflets warning

The National Chamber of Trade is expressing its concern that small firms may be being misled by commercially produced leaflets giving health and safety information and advertising products.

The Health and Safety Executive said: "The Control of Substances Hazardous to Health regulations (COSHH) Unit feels that there are people jumping on the bandwagon of these regulations".

"There are a number of cases of people advertising protective equipment, claiming it will be necessary to comply with COSHH regulations. However, the official line is that protective equipment is the least desirable — and in some cases practicable — solution, and that employers should seek other methods of control first. People are also advertising sensors which are not strictly necessary for compliance with COSHH regulations".

## RHAs to pay more promptly

Jim Eggar, Minister for Small Firms, told the Commons last week that regional health authorities had been instructed to reduce "unacceptable delays" in paying the bills of their suppliers.

Acknowledging that there had been problems in the NHS over the late payment of debts, he said the RHAs would discuss with district health authorities how to move towards a "target date" which corresponded with the normal commercial time frame.

■ Delaying tactics, encouraged by the Government, prevented the Interest on Debts Bill (C&D February 3, p179) securing a second reading, and it now has virtually no chance of becoming law. The Bill, introduced by Michael Mates (Con), seeks to impose a statutory obligation on big companies to pay 15 per cent interest on debts owed to small companies if they have not been paid within 28 days of the contract date.

# IN THE CITY

After the strong pre Christmas performance, equities have settled into a quiet phase in the run up to the budget. Since January, however, the FTSE 100 index has eased back by about 6 per cent. The health and household sector has fared even worse due to the weakening dollar. About 40 per cent of the sector's profits are derived from the US and the decline of that currency since the year began has prompted a more gloomy attitude from investors. As a result pharmaceutical stocks have been the second worst performing sector (after overseas traders) since the year began.

Although share prices have fallen, corporate activity in the industry has been limited for the last few weeks. But with the March results season on the way more interest is expected to focus on health and household shares.

Meanwhile, investors are still awaiting news on the disposal of Smithkline Beecham's cosmetics business. The company has said that it expects to announce the move by this Summer, but with little new information emerging analysts are speculating that it may be running into some problems.

Not surprisingly, they have trimmed their estimates for the amount it can now raise from the sale. The sale is being made to cut the group's debt of around £1.4bn. But it is believed the division may only bring in between £450m and £550m, at least £100m less than earlier estimates.

The company is expected to report its final results for the year to December 31 next month. While it will be some time before the benefits of the merger will show through the figures, analysts expect its pre-tax profits to leap from £528.5m to around £725m.

Another stock to attract some attention was Wellcome. The company's Retrovir drug was last month recommended for wider prescription by the advisory committee of the US Food and Drug Administration.

Apart from Smithkline, a number of other health and household companies are due to report their results in March. Leading the pack are Fisons and Glaxo, with the former expected to unveil full year taxable profits of £165m, against £132m in 1988. However, Glaxo has recently been the subject of some bearish comment, as some believe Zantac is experiencing slackening growth in the US. Its first results, due in early March, will be closely watched in the City.

### BRIEFS

**Macarthy plc** have moved the central staff of their wholesale division to the company's new head office in Hertfordshire.

Managing director M.A.W. Baggot, finance director M. Curzon, business development director D.A. Wood and personnel director R.N. Edwards have all moved to the new offices, along with a small marketing team. The new address is: Macarthy plc wholesale division, 3 Brunel Court, Corner Hall Estate, Hemel Hempstead, Herts HP3 9XX. Tel: 0442 236611.

**Park Printing**, the label printing subsidiary formally owned by Park Systems Ltd, is now totally owned and operated by Lancastrian Labels Ltd of 183 Great Howard Street Liverpool 3 (Tel: 051-298 1828). Park Systems have no direct connection with Park Printing.

**Interim results for Peter Black Holdings plc** show fall in turnover against the comparable period in 1988, dropping £275,000 to £73,462,000. However pre-tax profits for the toiletries, cosmetics, healthcare, homeware and furniture and footwear group remains steady at £5,254,000 (£5,020,000). Earnings per share have crept up 0.27p, to 6.92p.

**Lloyds Chemist Group** have bought O. Brooke Chemists Ltd of 28 York Road, Acomb, York.

**AAH Holdings** have bought the retail pharmacy R.F.W. Wilson and Co (Inverness) Ltd, a retail pharmacy business with premises in central Inverness. The purchase price of £365,000 is to be covered by the issue of 87,483 25p ordinary AAH shares to the vendors, with the balance to be paid in cash. The shop will be converted to AAH's Vantage franchise formula.



# CLASSIFIED

Post to Classified Advertisements, Chemist & Druggist,  
Benn Publications, Sovereign Way, Tonbridge, Kent TN9 1RW.  
Tel Tonbridge (0732) 364422. Telex 95132. Fax: (0732) 361534  
Ring Ext 472 for further information  
Publication date Every Saturday  
Headings All advertisements appear under appropriate headings  
Copy date 4pm Tuesday prior to publication date.

Cancellation deadline 10am Monday prior to publication date.  
Display/Semi Display £17.90 per single column centimetre, min 30mm  
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**MOSS**  
CHEMISTS

The above advertisement is a corrected version of the  
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printing error 'maternity leave' was placed under the  
wrong area. Chemist & Druggist apologise for any  
inconvenience or embarrassment this may have  
caused.

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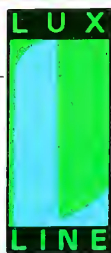
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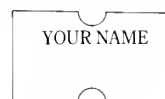
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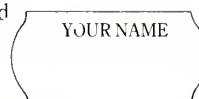
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PRO75	PROTHIADEN 75mg	20 x 28	61.20	
TILD60	TILDIEM 60mg	20 x 30	81.40	
100ZYL	ZYLORIC 100mg	20 x 25	30.00	
	EUROPHARM PRICE		549.20	SAVE AGAINST
	U.K. PRICE		843.45	U.K. PRICE £294.25

### PARCEL 2

AZA150	AZANTAC 150mg	30 x 30	339.30	
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TILD60	TILDIEM 60mg	20 x 30	85.00	
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100ZYL	ZYLORIC 100mg	30 x 25	56.40	
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### PARCEL 4

ADA50S	ADALAT 100mg	20 x 50	80.40	
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**OFFERS CLOSE 28th FEBRUARY 1990**

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# ABOUT PEOPLE

## NPA executive takes on windows firm

A replacement windows firm picked on the wrong man when they crossed Glyn Walduck, the NPA's legal executive.

He contracted the firm to replace various doors and windows at his home in July last year. But when the work was completed various things were not right, said Mr Walduck. For example, bay windows in the lounge and bedroom started to leak because of a defect.

However, he agreed to pay the company a proportion of the agreed price, retaining the remainder until the problems had been put right. A surveyor said he would have been reluctant to pay the company anything, Mr Walduck told *C&D*.

He stopped the cheque and wrote a letter to the company explaining why, and when they claimed they had not received the letter, Mrs Walduck faxed a copy through to them. That same day Mr Walduck got a phone call from a director of the company, who told him that they had removed most of the doors and windows that they had fitted. Mr Walduck arrived home to find dust sheets tacked up instead.

The director demanded £7,000 of the outstanding purchase price — £8,500 — to replace the doors and windows. Mr Walduck refused, and told him he would take out an injunction. He obtained a restraining order against the firm, and an order compelling them to put back the doors and windows.

The glass was replaced that same day, and Mr Walduck paid the firm a further sum to reflect part payment for materials and work properly done. The issue is still not resolved. But Mr Walduck said: "I just want to be sure the work is done to a reasonable standard before paying the rest."



Sharp Chemists director Peter Mirzoeff (centre) receives the keys of his Mini City — the prize in a Doncaster Pharmaceutical's raffle — from John Skelton, Editor of *Chemist & Druggist* and Doncaster's sales director Bill Kent. Pharmacists received a ticket for each £200 of goods bought from Doncaster between Chemex 89 and Christmas

## New face at Safeway

Safeway plc have appointed Julian Ashley, MRPharmS, as superintendent pharmacist.

Mr Ashley gained his degree at Aston University in 1979 and since then has pursued an active career in retail pharmacy management. In 1985 he was appointed area manager with Bannister & Thatcher Ltd, subsequently Lloyds Chemists plc, before joining Safeway in 1989 as pharmacy operations controller.

Hession Personal Care Ltd have promoted Mike Benson to technical director. He was previously development manager. Managing director Colin Hession says: "Mike's experience and technical expertise will help us achieve our objective of winning quality own label business from some of the country's largest retailers."

Pifco Salton Carmen have appointed Caroline West as group brand manager, and Peter Ryder as deputy group marketing manager.



Julian Ashley, new pharmacy superintendent at Safeway

Nutricia Dietary Products Ltd have appointed two new sales executives to promote their G.F. Dietary, Rite Diet, and Juvela ranges of products. Elaine Ramsden will cover the North of the UK and Bina Trivedi the South.

Allergan Optical have appointed James Ewart group product manager, contact lens care. Mr Ewart was formerly with Knockner Phair Green, Allergan's advertising agency, where he held the post of senior account director responsible for the contact lens care products.

## COMING EVENTS

### Monday, February 19

**Eastbourne Branch, RPSGB.** Eastbourne District General Hospital at 8pm. "The hospice care of the cancer patient", by Dr J. Carey.  
**Mid Glamorgan East Branch, RPSGB.** Globe Hotel, Pontypridd, at 8pm. "Dosage forms of the future" by Dr A. Armstrong.

### Tuesday, February 20

**Barking Branch, RPSGB.** The Academic Centre, Oldchurch Hospital, Romford, at 7.30pm. "The community care of the terminally ill", by Dr Nia Ellis of St. Francis Hospice.  
**Hull Pharmacists' Association.** Postgraduate centre, Hull Royal Infirmary, Anlaby Road, at 8.15pm. "Starch trek — the history of Reckitts", by Mr C.A. Young.  
**Leicestershire Branch, RPSGB.** Postgraduate centre, Leicester Royal Infirmary, at 7.30pm.  
**North Metropolitan Branch, RPSGB.** School of Pharmacy, Brunswick Square, WC1 at 7.30pm. "Lipid lowering agents", by Janet Hanbury.

### Wednesday, February 21

**Brighton Branch, RPSGB.** Postgraduate centre, at 8pm. Refresher lecture on "Paediatrics".  
**Edinburgh Branch, RPSGB.** 36 York Place, at 7.45pm. "Who runs the Pharmaceutical Society?" by Mr W. Darling, FRPharmS.

### Thursday, February 22

**Bedfordshire Branch, RPSGB.** Coach and Horses, Barton Le Clay, at 8pm. "Drugs in sport", by Dr D.R. Mottram.  
**Dundee Branch, RPSGB.** Ninewells Medical School, at 7.45pm. "Quo Vadis? A viewdata drug information system for health care professionals in the 1990s", by Mrs D. Anderson, Lothian Drug Information Service.

**Somerset Branch, RPSGB.** Postgraduate centre, Taunton, at 7.30pm. "Now that's better". Current ideal on more effective training methods by Mrs Ailsa Benson.  
**South Staffordshire Branch, RPSGB.** Stowe House, Lichfield, at 7.30pm. Course No L1.CE, "Aids for elderly and disabled patients — what should the pharmacists stock?"

### Friday, February 23

**Stirling Branch, RPSGB.** Lea Park Hotel, Grangemouth. Annual dinner. Speaker Dr Brian Moffat.



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